

The
STYLE BOOK of
Slenderizing
FASHIONS



Fall and Winter
1934-35
Our 33rd Year

*For Descriptions of Coat
and Dress see page 2
...for Hats see page 21*

1 L 870
\$19⁸⁵₋

MONOTONE
CREPE
with
GENUINE
SKUNK FUR

3 L 701
\$6⁹⁵₋

WEIGHTED
ALL-SILK
CANTON
CREPE

Lane Bryant

39th Street at Fifth Ave.
NEW YORK

RETAIL STORES IN SEVEN CITIES:
BROOKLYN • BALTIMORE • ST. LOUIS
CHICAGO • PHILADELPHIA • DETROIT



WOOL
CREPE
"SILVERED"
FOX
FUR
1 L 931
\$29.85

*Silk
Lined*



WOOL
TWEED
1 L 871
\$12.95



WOOL TWEED
FRENCH
BEAVER FUR
1 L 932
\$18.95



Coat and Dress
Pictured on the
Front Cover are
described below.
Both are provided
in correct lengths
and proportions
to fit all women
of stout figure.

Fur-Trimmed Coat

1 L 870—Coat shown on front cover. The material used is very fine quality Monotone Crepe—All-Wool, except for a very small percentage of rayon. The luxurious collar is of skilfully pieced, genuine Black Skunk Fur.

The sleeves are especially smart, having tucks and folds which start at the shoulder seam and extend down to the fitted, button-trimmed wrist.

A self-material insert in the back. Detachable belt. Lined with weighted all-silk flat crepe; warmly interlined.

COLORS: Black or dark brown, each with genuine Black Skunk Fur. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Price. . . . \$19.85
Postage 20¢ extra.

Canton Crepe Dress

3 L 701—On Front Cover; one of our smartest dresses, made of fine quality weighted All-Silk Canton Crepe.

Trimmed with flattering, flared jabots (attached to front over-blouse section)—and with a matching-color appliqué of Transparent Velvet. Slenderizing pleats at front of skirt.

COLORS: Navy blue as pictured, chocolate brown or black. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Price. . . . \$6.95
Postage 12¢ extra.

*Fur Fabric
Jacquette*



1 L 930
\$5.95

Luxuriously Trimmed

1 L 931—This season, Coats are more "breath-taking" and luxurious than ever before.

Here's a Coat of fine, warm Monotone Crepe (it's All-wool except for a small percentage of rayon). The generous Fur Collar is of a smart two-tone, Genuine "Silvered" Fox Fur, in black with silvery gray.

Fine tucking on the sleeves creates very becoming, slight puff at the elbow. The shaped inserts of self-material at the back of coat lend height and slenderness to your figure.

This garment is beautifully lined with a weighted all-silk flat crepe and is very warmly interlined. An inside pocket. Belt to match is included.

COLOR: Black only, with "Silvered" Fox fur as pictured. SIZES: 38 to 58 bust. Length about 51 inches. Fine value for. . . . \$29.85
Post. 22¢ ext.

Untrimmed Tweed

1 L 871—If you are looking for "something without fur," here's the Coat for you.

The material must really be seen to be appreciated. It is a fine, Wool-and-Rayon Tweed Mixture with a nubby weave.

The scalloped Johnny collar is universally becoming when worn open, and when closed it forms a smart diagonal line (see small view above).

Button-trimmed tabs at the sleeves. Self-material inserts in back. Rayon-and-cotton crepe lining; warm interlining. Two pockets. If you prefer, you may wear it without the detachable belt. Provided in lengths and proportions to fit any woman of stout figure.

COLORS: Black-and-white, chocolate brown-and-white or navy blue-and-white mixture. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. \$12.95
Post. 16¢ ext.

Fur-Trimmed Tweed

1 L 932—Pictured above is an exceptionally smart Coat of Wool Tweed mixed with small percentage of rayon. It is trimmed with a generous collar of French Beaver (genuine brown cone fur, clipped to resemble beaver).

Buttons contribute chic to the slightly puffed sleeves. Self-material inserts in back. Lined with lustrous rayon-and-cotton crepe and interlined. Detachable belt.

COLORS: Brown tweed mixture (pictured), or gray tweed mixture, each with brown fur. SIZES: 38 to 58 bust. Length about 51 ins. Our very low price, only. . . . \$18.95
Postage 20¢ extra.

Fur Fabric Jacquette

1 L 930—Wear this Fur Fabric Jacquette in the daytime with the smart leatherette belt; and in the evening it makes a lovely wrap without the belt. It's made of one of the finest fur fabrics, a soft, lustrous Cotton with a deep nap that has been clipped to resemble genuine fur. Warmly lined with cotton suede.

COLORS: Tan (pictured), black or medium gray. SIZES: 38 to 58 bust. Length about 31 inches. Our price, only. . . . \$5.95
Postage 12¢ extra.



Lane Bryant

NEW YORK

En route to Paris;
On Board the S. S. Statendam

Dear Friends:

If you've ever gone to Europe, you know exactly how I feel at this moment. Writing to you from my stateroom, with whistles blowing and crowds shouting goodbyes from the dock below, is indeed a thrilling experience.

But despite the hustle and bustle of getting ready, I just couldn't let this new Fall and Winter style book go to press without writing my usual last-minute letter to you. So I brought along my usual stationery—and here I am, saying hello and goodbye all in one breath!

It seems just yesterday that I was embarking on a similar trip to get fashion ideas for this very book. And here before me now are lovely pictures of all the fashions that were created as a result of that trip. You can see how far in advance we must be to lead the world in stout apparel as we do when I tell you that the trip I'm making now is to glean ideas for our NEXT Book.

But I really want to talk about THIS season—about the book that you are holding in your hands right now. I am exceptionally proud that this style book brings to you the most advanced Paris and New York ideas and trends, with such smart SIMPLICITY and SLENDERNESS—and also (thanks to our great purchasing power) with such ECONOMY!

When I come home from Europe this time I may have even more marvelous things for our next book, though I don't see how it could be possible.... But I must stop now. They're calling "all ashore that's going ashore" and my letter's yet to mail.... Soon I'll be out on the ocean.... I hope you'll soon be IN your new Fall clothes!

Cordially yours,

Lane Bryant

"Over ten years a customer"
 "My dress is just marvelous"
 "Quality better than expected"

... and YOU, too, will be PLEASED

THESE FIVE WOMEN represent over a million satisfied customers. It is hard to select just five out of the thousands of interesting letters we receive in praise of the Lane Bryant idea. For they are all unanimous in their enthusiasm about our quality, our styles, our values, and our service. Read what these five women say—for their unsolicited words of praise mean more than all the advertisements in the world.



Dear Lane Bryant:

My coat was delivered on the very day I wanted it and I sure want to thank you. It fits me perfectly, as though it was made to order for me. The three-in-one Combiniere fits me fine and is very satisfactory.

Through your style book you have made it possible for all stout women, such as myself, to select stylish, yet slenderizing clothes, and it gives me great joy to pass the word on to others, knowing they will benefit as I did.

Wishing you even greater success in the future, I am

Cordially yours,
 Mrs. Raymond Scheidt
 3912 Harrison Avenue
 Cheviot, Ohio



Dear Lane Bryant:

Received my suit and my sweater; and I cannot begin to tell you how well pleased I am with both. You certainly are a great help to me as far as my clothes are concerned.

I tried to buy a knitted suit and blouse in neighborhood stores, but was told they do not carry my size.

Thank you for your kind attention and for prompt service of my order,

Yours sincerely,
 Mrs. A. M. Smith
 727 Kilburn Avenue
 Rockford, Illinois



Dear Lane Bryant:

For over ten years I have been a customer of yours, and I have been more than pleased with everything that I have purchased from you.

People have complimented me on the stylish and good-looking clothes, which I bought from Lane Bryant, and when I tell them the prices they are amazed at the good quality and the very fine workmanship.

I have always found Lane Bryant fair and honest in every way, and very prompt in delivery. It is truly a house of honest dealings, fair prices, and excellent merchandise.

A very much pleased customer,
 Mrs. Otis Corwin
 240 Chicago Avenue
 Marion, Ohio



Dear Lane Bryant:

I received the black dress last night and it is just marvelous. I never had a dress that gave me such perfect fit and comfort.

You can book me as one of your future customers for I like stylish, well-fitting, good quality clothes.

I make it a point to tell all my friends about your wonderful styles, perfect fit and good service.

You have my permission to print my letter, as I can with pleasure testify that your styles and quality cannot be beat.

A satisfied customer,
 Mrs. Ed. Crawston
 Box No. 107
 Hallson, No. Dakota

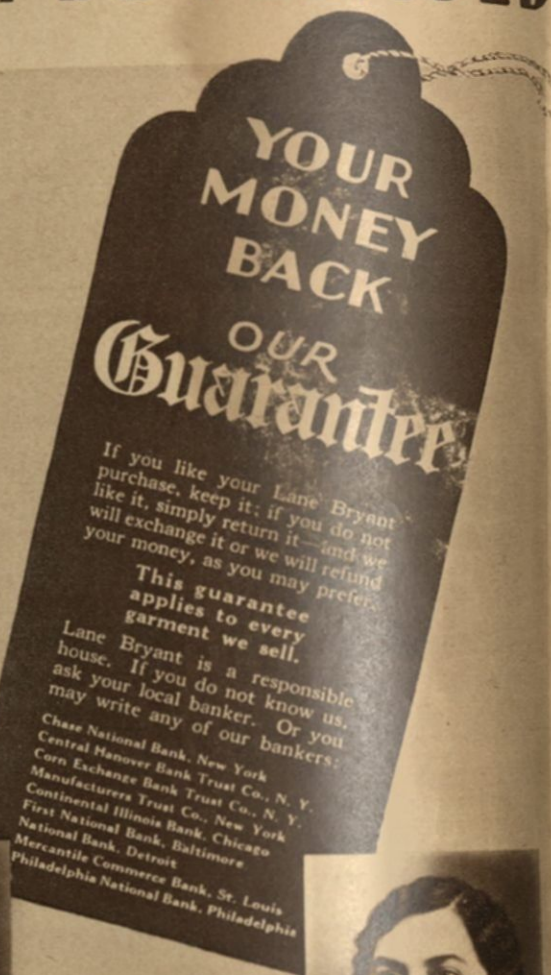


Dear Lane Bryant:

I just had to write and tell you how pleased I am with my dresses. They fit just perfect. I have had dresses made to order and stood for hours for fittings and even then they did not fit as nicely as yours do. And the quality is very much better than I expected at such a low price.

I've told all my friends about your wonderful merchandise, and would advise all stout women to buy from you for perfect fit and good quality, and always at reasonable prices.

Thank you for all past favors,
 Sincerely yours,
 Mrs. Wm. Weagraff
 212 W. Main Street
 Girard, Pa.



We never print a letter without the writer's permission

NEWEST FASHIONS, all skilfully reproportioned by Lane Bryant to MAKE YOU LOOK YOUR SLIMMER SELF

YOU PAY LESS and you LOOK as though YOU WEIGH LESS in a LANE BRYANT COAT!

You PAY Less . . .

—our great volume of business, our experience of more than thirty years and our famous name enables us to get you the best materials, the finest furs, at the lowest cost. We eliminate all unnecessary running expense. We can, in fact we DO, give you *more service and less fuss* . . .

You LOOK as if You Weigh Less

—because skilful designing CAN make you your slimmer self, even in a full-cut roomy coat—and we are SPECIALISTS at skilful designing. Your bulky lines and your extra weight smooth right out under the persuasion of a Lane Bryant coat.

We are the greatest specialists in stout women's apparel; and that's why you get even more than value and slenderizing smartness. You get the latest styles from New York and Paris, every style adapted to YOUR figure—and to your purse.

Such as: the newest versions of the always-popular BLACK coats . . . thrilling new fabrics like the new BARK CREPE . . . the latest ideas in flat furs and in fluffy furs . . . many of the FURLESS sleeves . . . new tricks in suits . . .

But here are these new coat styles in person. Select yours and forget your coat problem this very day.

Fabric Note: This season nearly all of our new coat materials, kinds heretofore made of all-wool, are now made of wool mixed with a small percentage of rayon. This improves the appearance and "feel" of the fabric . . . and also *actually improves its wearing quality*. You will like these lovely fabrics and you can choose your new coat with every confidence of complete satisfaction—this we guarantee.

At Left: Herringbone Wool Tweed

1 L 933—When you see this Coat, which is so smartly made of Wool Tweed (mixed with a slight percentage of rayon) you will understand why so many women "take to tweed." It's soft and supple; woven in popular herringbone design.

The style is equally noteworthy, for this coat is skilfully designed to slenderize the stout figure. Note the smartly tucked sleeves—they are slightly puffed below the elbow and they are attractively button-trimmed at the wrists, as pictured.

Tucked self-material scarf may also be worn as shown in the small view. Luxurious lining of weighted all-silk flat crepe; warm interlining. Detachable belt. Two outside pockets.

COLORS: Dark gray or brown. SIZES: 38 to 58 bust. Length about 51 ins. . . .
Postage 16¢ extra. **\$16.95**

At Right—Fur Trimmed

1 L 872—We feel certain you can't duplicate this Coat anywhere for \$19.85! The material is good quality Monotone Crepe—All-Wool except for small percentage of rayon. Genuine, Black Manchurian Wolf Dog Fur is very lavishly used to form the collar and the spiral-type cuffs.

Sleeve interest is concentrated below the elbow this season—and hence the very graceful fur cuffs. Button-trimmed, fitted wrist. Shaped inserts of the self-material form slenderizing lines in back. Coat looks equally well when it is worn without the belt. Lined with weighted all-silk flat crepe and warmly interlined. Inside pocket. Coat comes in lengths and proportions to fit the average, short or tall stout figure.

COLOR: Black with black Manchurian Wolf Dog Fur only. SIZES: 38 to 58 bust meas. Lengths: 47 to 52 inches. Our price. . . .
Postage 20¢ extra. **\$19.85**



*Silk
Lined*

WOOL
TWEED

1 L 933

\$16.95



MANCHURIAN
WOLF FUR

*Collar
and
Cuffs*

WOOL
CREPE

1 L 872

\$19.85

Good Old-Fashioned
QUALITY

Good NEW-Fashioned
STYLE



1 L 873
\$29⁸⁵

Lavishly Fur-Trimmed
1 L 873—There's real chic expressed in each line and detail of this beautiful Coat. The fabric is the ever popular All-Wool Broadcloth, and the fur used for the collar and the spiral cuffs is a very skilfully pieced, Genuine Black Hudson Seal Fur (dyed muskrat).

You'll like the becoming mushroom collar and the new spiral cuffs on the slightly puffed sleeves. The inserts on the sleeves lend height to the woman of stout figure. Lined with weighted all-silk flat crepe. Warmly interlined. Inside pocket. Coat is equally smart when worn without detachable belt.

This coat is provided in the correct lengths and correct proportions to fit the average, short or tall stout figure.

COLOR: Black with Black Hudson Seal Fur only. SIZES: 38 to 58 bust. Lengths: 47 to 52 ins. Postage 22¢ extra. **\$29.85**



ALL-WOOL
TWEED
JACKAL
WOLF FUR

1 L 935
\$25⁰⁰

Distinctive Tweed Coat
1 L 935—And here is one of the most distinctive Tweed Coats we have ever seen. The material is a fine quality of All-Wool Tweed, beautifully soft and supple as well as fashionable.

The generous collar is of Genuine Jackal Wolf Fur (a lovely, long-haired fur dyed in a two-tone effect). You will find it very flattering indeed.

The sleeves are skilfully seamed to contribute a new puffed effect below the elbow. The shaped inserts at each side-back create an illusion of height and slenderness. Lined with weighted all-silk flat crepe and interlined. Two pockets. Detachable belt.

COLORS: Brown mixture with two-tone tan Jackal Wolf Fur collar; or dark gray mixture with two-tone gray Jackal Wolf Fur collar. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price, only... Postage 22¢ extra. **\$25.00**

*All these
Coats are
SILK-LINED
throughout*



WOOL
BOUCLE
GENUINE
KIT FOX
FUR

1 L 934
\$39⁵⁰

Genuine
LAMB'S
WOOL
Interlining

**Wool Bouclé Coat with
Flattering Fox Collar**

1 L 934—Very beautiful and lustrous. Genuine Gray Kit Fox Fur forms the collar of this Coat—which is really an exceptional value at \$39.50. The deep tone of the fur enhances the charm of the fine quality Wool Bouclé, a lovely, warm material that is mixed with a small percentage of rayon.

Those who are not slender surely will be impressed by the slenderizing lines created by the tucked, slightly puffed sleeves, and by the inserts of self-material which trim each side-back. Coat is just as smart when worn with self-material belt, which is included.

The lining is of weighted all-silk flat crepe; the interlining is of warm, Genuine Lamb's Wool, found only in the more expensive coats. Inside pocket.

COLOR: Black with Gray Kit Fox Fur only. SIZES: 38 to 58 bust. Length about 51 inches. Postage 22¢ extra. **\$39.50**

Tailored

BY EXPERTS
TO FIT YOUR
FIGURE



Genuine
LAMB'S
WOOL
Interlining

ALL-WOOL
SUEDE
GENUINE
PERSIAN
LAMB
FUR

1 L 936
\$35.00



WOOL
CREPE
GENUINE
MINK
FUR

1 L 937
\$29.85



SILVER-
TIPPED
MANCHURIAN
WOLF FUR

All these Coats
are SILK-LINED
throughout

ALL-WOOL
BROADCLOTH

1 L 938
\$25.00

Luxurious Suede Cloth

1 L 936—When you wear this Coat, you will agree that it is exquisite in every detail—from the perfect fit to the last tailored stitch. You'll adore the very luxurious and soft All-Wool Suede Cloth, so expertly tailored it gives you the smooth, trim figure-lines that you desire.

There is a discreet fulness in the sleeves, puffed at the elbows and fitted at the wrists. Skilfully pieced, Genuine Black Persian Lamb Fur forms collar. And if you have ever worn Persian Lamb Fur, you know it is one of the best wearing and most flattering furs obtainable.

Notice, too, the two-button closing. There is an inside pocket. Coat looks equally smart when worn without belt. The lining is made of weighted all-silk flat crepe. The interlining is of genuine Lamb's Wool—the superior interlining found only in very high priced coats.

COLOR: Black with Persian Lamb Fur only. SIZES: 38 to 58 bust. Length is about 51 inches. Price, \$35.00

Postage 22¢ extra.

Mink Fur—a Popular Classic

1 L 937—Here's a Coat you can count on to make you appear smart and give you many seasons of delightful wear. The fabric is sturdy Monotone Crepe—All-Wool except for slight percentage of rayon. Brown Genuine Mink Fur Trims, opened up flat and skilfully pieced, form the luxurious, soft collar.

This straight-line Coat is slightly fitted to the figure, and you'll find it very graceful and flattering. The exactness of each size, the care which is given to each tailored detail, help to make this coat definitely slenderizing.

Shaped panel at the back of the coat contributes to its perfect fit. The chic sleeves are slightly puffed at elbows and are fitted at the wrists. Lining is of weighted all-silk flat crepe. Warm interlining. Self-material belt included.

COLORS: Black or chocolate brown, each with collar of Brown Fur. SIZES: 38 to 58 bust measure. Length about 51 inches. Our price, \$29.85

Postage 22¢ extra.

Furred Collar and Sleeves

1 L 938—A glorious Coat made of rich, lustrous All-Wool Broadcloth. What a lot of wear you will get from this skilfully designed, perfectly tailored coat! Deep fluffy, silver-tipped Black Manchurian Wolf Dog Fur fashions the very generous collar and sleeve trimming. The collar is designed in the popular pouch style, so attractive looking and comfortable.

Just slip into this coat and know the real pleasure of a perfect-fitting, slenderizing style. The seaming at each side of the back gives a subtly shaped effect. Inside ties for smooth closing.

The coat is lined with weighted all-silk flat crepe, and warmly interlined. There's a convenient pocket on the inside. Will be equally smart when worn with detachable, self-material belt which is included with this coat. Exceptionally fine value.

COLOR: Black with silver-tipped Black Manchurian Wolf Dog Fur only. SIZES: 38 to 58 bust measure. Length about 51 inches. Our low price, \$25.00

Postage 22¢ extra.

YOU will always look smart and well groomed in a Lane Bryant Coat, for each is meticulously tailored and each is designed with new and becoming fashion details. You can be proud of the fur and fabrics, too, for they are carefully chosen for their quality and fine appearance.



The Polo Coat Skilfully Styled for STOUT WOMEN



1 L 942
WOOL
CREPE
GENUINE
MARMOT
FUR

1 L 940
WOOL
TWEED
SILVER-
TIPPED
MANCHURIAN
WOLF FUR

ALL-WOOL
BROADCLOTH
with
GENUINE
FOX FUR

1 L 941
and only \$25.00

Two
Beauties

\$19.85
each

at a
Price!

1 L 942—You can expect a lot of hard wear from this smart Coat of Wool Crepe, mixed with a small percentage of rayon. Genuine Brown Marmot Fur, that closely resembles mink and is famous for its long wearing quality, fashions the collar as well as the highly interesting spiral trimming on the sleeve.

Depend on this coat's fitting you as though tailored to your measure. It will fit across the front without a ripple or bulge—and has a smart, two-button closing. Back panel is designed to give you a slender silhouette. A detachable belt is placed at the normal waistline to give a smart accent to your figure. Lining is of weighted all-silk flat crepe. Warm interlining.

COLORS: Chocolate brown or black, each with Brown Marmot Fur. SIZES: 38 to 58 bust. Length about 51 inches. A very good value at... **\$19.85**

Postage 20¢ ext.

Fine Value

1 L 940—This Coat is of a new Wool Tweed (mixed with small percentage of rayon), and is the last word in coat fabrics. It has a dark ground with white flecks. Collar is of silver-tipped, Genuine Black Manchurian Wolf Dog Fur.

The interesting sleeve features a gauntlet effect just below the elbow, and tapers to a snug fit at the wrist. Pockets are flat and diagonally applied to prevent giving a bulky appearance.

You will be delighted with the fit and the comfortable weight of this coat. It is nicely lined with a good quality, weighted all-silk flat crepe; warmly interlined.

COLORS: Black or navy blue, each with white flecks and with silver-tipped, Black Manchurian Wolf Dog Fur. SIZES: 38 to 58 bust. Length about 51 inches. An exceptional value. **\$19.85**

Postage 20¢ ext.

1 L 941—There is nothing quite so rich and smart as a BLACK All-Wool Broadcloth Coat, particularly when it is as beautifully tailored as this one. The deep, soft Fur Collar is made of two-tone Gray, Genuine Fox Paws (very skilfully pieced).

Shaped inserts at back add to the slenderizing appearance. You'll love the new type of sleeves with self-fabric inserts, the slight fullness at elbows and snug fit at wrists. Weighted all-silk flat crepe lining. Interlining contributes extra warmth.

BLACK with two-tone Gray Fur only. SIZES: 38 to 58 bust. About 51 inches long. **\$25.00**

Postage 22¢ extra.

All-Wool Polo Coat—\$14.95

1 L 939—For all-around wear, choose this sturdy All-Wool Polo Coat. It's a tailored classic.

Back panel gives it a trim fit. The convertible collar is edged with rows of stitching that are smartly repeated in the sleeves. You'll like the extra fullness at the elbows, and also at snug-fitting wrists. The buttons and diagonally applied pockets add swank. Rayon-and-cotton crepe lining; warm interlining.

COLORS: Camel's hair tan, dark brown, light navy blue or black. SIZES: 38 to 58 bust measure. Length about 51 inches. Price..... **\$14.95**

Postage 16¢ extra.

YOURS - in Slender Styles - at Slender prices - THE LUXURY of Genuine Fur

Pictured at the Left

What comfort and satisfaction you will derive from this beautiful Coat! We've made it of handsome Northern Seal—a luxurious looking Black Fur (genuine Coney fur, very skilfully clipped and dyed to resemble real seal). Once you've owned one of these coats you'll agree that it wears remarkably well, and it is grand for all occasions.

Lining is of weighted all-silk flat crepe. Inside pocket. Fur buttons. The huge collar is trimmed with a smart contrasting fur. We offer you a choice of three popular furs for collar trimming. SIZES: 38 to 58 bust measure. Length about 51 inches.

1 L 160—Black Northern Seal trimmed with skilfully pieced, genuine Brown Mink Fur—silky and long-wearing.

Postage 28¢ extra. **\$69.50**

1 L 161—Black Northern Seal trimmed with Genuine Gray Squirrel Fur. It is luxurious and soft. Our low price

Postage 28¢ extra. **\$69.50**

1 L 162—Black Northern Seal trimmed with Genuine Natural Fitch, an exquisite downy fur. Our very low price

Postage 28¢ extra. **\$69.50**

Pictured at the Right

There is nothing quite so comforting as a Seal coat when the thermometer hovers around zero. And its beauty is unrivaled. This Coat, so well designed and skilfully cut, comes in Northern Seal or in Hudson Seal. SIZES: 38 to 58 bust. Length about 51 ins.

1 L 163—Northern Seal—a thick Black Fur (genuine Coney, expertly clipped and dyed to resemble real seal); a fur that feels just as soft as silk and wears like iron. Lining of weighted all-silk flat crepe. There is an inside pocket. Our price

Postage 28¢ extra. **\$59.50**

1 L 164—Black Hudson Seal—a rich, downy Fur (genuine muskrat, beautifully dyed). This is one of the loveliest fur coats we've ever offered. Lining of weighted all-silk flat crepe. There is a convenient inside pocket. Our unusually low price.

Postage 28¢ extra. **\$198.00**

NORTHERN
SEAL

Trimmed
in your
choice
of

GENUINE
MINK

GRAY
SQUIRREL

NATURAL
FITCH

\$69.50

NORTHERN
SEAL

1 L 163
\$59.50

HUDSON
SEAL

1 L 164
\$198.00

Choice
\$39.50
each

1 L 165—Jackets are very smart this season. You will enjoy this fine Jacket of Northern Seal (clipped black Coney fur that looks just like genuine seal fur and is unusually long-wearing).

You may wear it with any type of costume and always feel well-dressed, because it is smart for daytime wear with all tailored skirts or dresses, and charming with party frocks. It is expertly made. You will find the big shawl collar a real comfort on cold days; cuffs are neat and snug; the roomy sleeves are wide at the elbows.

Lining is weighted all-silk flat crepe. Inside pocket is convenient. Button covered with fine matching fur.

Color: Black only. Sizes: 38 to 58 bust meas. Length is 30 inches. Postage 20¢. **\$39.50**

1 L 165
NORTHERN
SEAL

1 L 166
LAPIN
FUR

1 L 166—Lane Bryant carefully selects the furs that are used for its coats and jackets. That is why you can feel perfectly confident of getting the best quality at money-saving prices if you buy one of our garments.

This Jacket, for example, is made of very evenly matched Furs—Genuine Lapin (clipped Coney) that will give enjoyable and long wear. It is cut along smart new lines. You may wear it with every kind of costume, ranging from daytime clothes to most formal evening dresses.

The scarf collar is equally smart when worn open. Lining is made of weighted all-silk flat crepe. There's an inside pocket which is very convenient.

COLORS: Platinum gray, beige, beaver brown or black. SIZES: 38 to 58 bust measure. Length about 30 inches. Our unusually low price. Postage 20¢ ext. **\$39.50**



Every season our SUPER MADES

THERE is a difference . . . you can feel it, you can see it at a glance . . . once you have worn one of these very fine Lane Bryant SUPER-MADE Coats you will never be satisfied with any other kind.

You can wear these coats with the feeling that they are made of fine materials, of selected, fine furs and tailoring that cannot be surpassed in coats anywhere else at these prices. And they fit you perfectly—that's why you feel so self-assured and so well-dressed when you wear a Lane Bryant Super-Made Coat.



Genuine
LAMB'S
WOOL
Interlining

GENUINE
BLACK FOX
FUR

1 L 944
\$45⁰⁰

GENUINE
PERSIAN
LAMB
FUR

1 L 945
\$65⁰⁰

*the New Style Note
Straight from New York*

BARK Crepe

"What a beautiful
new fabric this is"

So you'll say when you see this new Crepe; deeply crinkled, like the bark of a tree. And how flattering it is when fashioned into Coats for the larger figure! The rough crinkle runs vertically—producing an effect of long, slim lines. You can give it many seasons of long, hard wear and still it will look new, fresh and smart.

*All these Coats are
SILK-LINED throughout*



1 L 943
\$25⁰⁰

Beautiful Fox Collar

1 L 944—It is easy to identify this as a Lane Bryant Super-Made Coat, for it is of a fine Bark Crepe Wool, mixed with small amount of rayon.

A big collar of Genuine Black Fox Fur beautifully frames the face. It is a luxurious and silky, long-haired fur of an exceptionally fine quality. The collar is made in pouch style.

Every style detail of this coat is highly becoming to women of stout figure—the attractive, shaped inserts at back, the three-button closing and sleeves with fashion interest centered at the elbows. Self-material belt is included. Coat is lined with weighted all-silk flat crepe. Interlined with genuine Lamb's Wool—light-in-weight yet extra warm. Has inside pocket. Inside ties to give smooth fit.

COLOR: Black, with genuine Black Fox Fur only. SIZES: 38 to 58 bust measure. Length about 51 inches. A magnificent coat at . . . \$45.00

Postage 22¢ extra.

Collar of Persian Lamb

1 L 945—The slogan of this fine Super Made Coat is "lady be gorgeous." And it lives up to this slogan in every detail. The material is superior quality, Wool Bark Crepe mixed with a small percentage of rayon, smartly crinkled and extremely soft and lovely. Luxurious, silky, genuine Persian Lamb Fur forms the flattering "Paquin" collar.

Trimly tailored lines are designed and exactly proportioned to give you a smooth "tailored-to-measure" look. Please see the conservatively designed sleeve with its vertical seaming, which contributes a new fashion touch.

Buttons trim the cuffs and the side closing. Lining of weighted all-silk flat crepe; interlining of genuine Lamb's Wool. Self-material belt is included.

COLOR: Black trimmed with genuine Black Persian Lamb Fur only. SIZES: 38 to 58 bust measure. Length about 51 inches. Very exquisite coat and a wonderful value. Price, \$65.00

Postage 22¢ extra.

New Scarf Collar

1 L 943—Just the sort of Coat you have always wanted. Of fine quality, it's beautifully designed and tailored with a real touch of distinction. You will always be well-dressed in this Super-Made coat. It makes a lovely costume for every occasion.

A glorious quality of Bark Crepe (wool mixed with a small percentage of rayon) fashions this coat. Interesting seamings and narrow cuff give a new version to the sleeves. And what a distinguished scarf collar! It is soft and flattering and decidedly new. Beautiful when worn open and very smart when it is buttoned up, too, as shown in the small picture.

Detachable belt. Lining is of good quality, weighted all-silk flat crepe. A warm interlining; inside pocket.

COLORS: Black or chocolate brown. SIZES: 38 to 58 bust measure. Length is about 51 inches. A very exceptional value . . . \$25.00

Postage 16¢ extra.

grow worthier of their name!



THESE seven coats and many others equally beautiful may be seen not only in our New York Store, but also in our stores in Chicago, Philadelphia, Detroit, Brooklyn, Baltimore and St. Louis. A welcome awaits you at all of these stores.

All these Coats are SILK-LINED throughout



Genuine
LAMB'S
WOOL
Interlining

ALL-WOOL
BROADCLOTH
GENUINE
SKUNK
FUR

1 L 946
\$35.00



ALL-WOOL
BROADCLOTH
GENUINE
KIT FOX
FUR

1 L 947
\$45.00



ALL-WOOL
SUEDE

1 L 874
\$25.00



GENUINE
HUDSON
SEAL
FUR

GENUINE
LAMB'S
WOOL
Interlining

WOOL
BOUCLE
1 L 948
\$49.50

Beautiful Quality

1 L 946—One glance at this Coat will tell you it's a Lane Bryant Super-Made. The lovely, All-Wool Broadcloth... the fine tailoring... the luxurious collar of Genuine, Black Skunk Fur combine to make it one of our most beautiful Coats.

The "Squared" collar becomingly frames the face, as only lustrous, long-haired Skunk Fur can. Sleeves are cleverly seamed to produce a slightly puffed effect just below the elbow. Fitted, button-trimmed wrists. Skillfully shaped inserts of self-material at back of coat to slenderize the stout figure.

As for warmth, this coat boasts a Genuine Lamb's Wool Interlining—a feature usually associated with the most expensive coats only! A lining of weighted all-silk flat crepe. Convenient inside pocket. A belt of self-material is included.

COLOR: Black with Genuine Black Skunk Fur only. SIZES: 38 to 58 bust meas. Length about 51 inches. Our low price... **\$35.00**
Postage 22c extra.

Subtly Flattering

1 L 947—Yes, Super-Made in every exquisite detail! The best quality All-Wool Broadcloth fashions this Coat. It is very lavishly trimmed with soft and unusually flattering, Genuine Gray Kit Fox Fur.

This coat is especially designed to do wonders in slenderizing the stout figure. Self-material inserts at either side-back create long, straight lines. The sleeves follow the latest dictates of fashion; they are semi-puffed and trimmed with slot seams, and taper gracefully to the button-trimmed wrist.

And you never need fear wintry winds in this Coat, because it has been warmly interlined with Genuine Lamb's Wool. Lined with weighted all-silk flat crepe. Very convenient inside pocket. Coat looks equally smart when worn without the belt.

COLOR: Black with Genuine Gray Kit Fox Fur only. SIZES: 38 to 58 bust meas. Length about 51 inches. When ordering, please mention all measurements... **\$45.00**
Postage 22c extra.

Untrimmed Super-Made Coat

1 L 874—When you see this Super-Made Coat, you will see why more and more smart women are choosing untrimmed coats. Made of soft All-Wool Suede; serviceable as well as dressy. The interesting, stitched collar features the new tiered-effect. Note the seamed and slightly-puffed sleeves and the button-trimmed, pointed cuffs. Detachable belt.

Weighted all-silk flat crepe lining; a warm interlining. This coat is provided in correct lengths and proportions to fit the woman of average, short or tall stout figure.

COLORS: Black or chocolate brown. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Our low price... **\$25.00**
Postage 16c extra.

A Coat of Superlative Beauty

1 L 948—Surely you've never seen a smarter Coat for the stout woman. This Super-Made Coat is of fine Wool Boucle, mixed with a small percentage of rayon. This fine fabric achieves really superlative beauty, for it's combined with glossy, Genuine Black Hudson Seal Fur (dyed muskrat). The sleeves are puffed and tucked below the elbows. Inserts of self-material down the back are slenderizing. Lined with weighted all-silk flat crepe; interlined with warm, Genuine Lamb's Wool. Inside pocket. Self-material belt included.

COLOR: Black with Black Hudson Seal Fur only. SIZES: 38 to 58 bust. Length about 51 inches. Be sure to send all your measurements. Our very low price... **\$49.50**
Postage 22c extra.

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—39th St. at FIFTH AVE., NEW YORK

Thousands Vote for "ALL BLACK"

Smarter than Ever	✓
Goes with Everything	✓
More Slenderizing	✓
Good for Years	✓



WOOL
BOUCLE'
MANCHURIAN
WOLF FUR

1 L 949
\$25.00

Two-Way Fur Collar

1 L 949—Wherever smart women gather, the All-Black Coat is a big favorite. That is one reason why you will like this Coat of Black Bouclé, All-Wool except for small percentage of rayon . . . another reason is the stunning, smart scarf collar of lustrous, Genuine Black Manchurian Wolf Dog Fur. It is attached to the coat at back of the neck only and may be worn close to the neck as in the large picture, or as a simple shawl collar (see small view).

Slenderizing, shaped self-material inserts at back. Weighted all-silk flat crepe lining; warm interlining. Inside pocket. Coat may be worn with or without the detachable belt.

COLOR: Black only, with Genuine Black Manchurian Wolf Dog Fur. SIZES: 38 to 58 bust. Length about 51 inches. Postage 22¢ extra. **\$25.00**



WOOL
CREPE
FRENCH
CONEY
FUR

1 L 875
\$16.95



WOOL
CREPE
CARACUL
FUR

1 L 950
\$16.95

1 L 950—Here is an amazing value at \$16.95—a Coat of very good quality, Wool Monotone Crepe with a small percentage of rayon. Lovely collar is made of very skilfully pieced, glossy, Genuine Black Caracul Lamb Fur.

Notice how smartly the sleeves are tucked and slightly puffed at elbow. Fitted and button-trimmed wrist. Self-material, slenderizing inserts in the back. Rayon-and-cotton crepe lining; warm interlining. Detachable belt.

COLORS: Black or navy blue, each with Black Caracul Fur. SIZES: 38 to 58 bust measure. Length about 51 ins. Our very low price. . . .

Postage 20¢ extra. **\$16.95**



WOOL
CREPE
SEALINE
FUR

1 L 951
\$19.85

1 L 951—Black Coats are in such high favor this year that you are sure to like this one of warm, Black Wool Crepe with a small percentage of rayon. The distinctive, "squared" shawl collar is of lustrous Black Sealine Fur (genuine Coney fur dyed and clipped to resemble real seal). Excellent value, too.

Tucking at elbows trims the slightly puffed sleeves. Slenderizing inserts of self-material trim the back. Weighted all-silk flat crepe lining and warm interlining. Self-material belt included.

COLOR: Black with Black Sealine Fur only. SIZES: 38 to 58 bust. Length about 51 inches. Price. . . .

Postage 20¢ extra. **\$19.85**

Luxurious Fur Collar and Spiral Cuffs

1 L 875—The stout woman will be enchanted by the slenderizing lines and modest price of this Coat. Made of Black Wool Crepe, mixed with rayon. Genuine, Black French Coney Fur forms the luxurious collar and spiral cuffs. Slenderizing, self-material inserts down the back. Self-material belt included. Rayon-and-cotton crepe lining and warm interlining. In lengths and proportions to fit all stout women. COLOR: Black only.

SIZES: 38 to 58 bust measure. Lengths: 47 to 52 ins. Price. . . . Postage 20¢ extra. **\$16.95**

Two Dressy types . . . Two All-around types

in stunning
**UNTRIMMED
COATS**



ALL-WOOL
CHIFFON
BROADCLOTH

1 L 876
\$19⁸⁵



WOOL
CREPE

1 L 952
\$14⁹⁵



PLAID-
BACK
MEN'S WEAR
OXFORD

1 L 953
\$19⁸⁵



ALL-WOOL
CHINCHILLA

1 L 954
\$16⁹⁵

Slenderizing Revers

1 L 876—You just could not find a smarter or a better-tailored, untrimmed "Dressy" Coat than this at anywhere near \$19.85! It's made of lustrous All-Wool Chiffon Broadcloth, a warm and attractive material, very skilfully tailored to fit and to flatter the woman of stout figure.

You'll like the made-to-order look of these graceful, flattering revers which are trimmed with slot seams. The sleeves are also trimmed with slot seams to match the revers. A self-material panel down the back adds a smart and slenderizing touch. May be worn with or without the belt. Lined with weighted all-silk flat crepe, and interlined for warmth.

Provided in correct lengths and proportions to fit the woman of average, short or tall stout figure. COLOR: Black only. SIZES: 38 to 58 bust measure. Lengths: 47 to 52 inches. Postage 16¢ extra. **\$19.85**

Soutache Braid Trim

1 L 952—Soutache Braid, the favorite of Grandmother away back in the "Gay Nineties" has staged a real comeback this Fall and Winter. And it is easy to understand why, when you see how smartly it trims this "Dressy" Coat of soft Wool Crepe (mixed with a small percentage of rayon).

Pointed inserts, with rows of shiny soutache braid, trim the mushroom collar and the slightly puffed sleeves. A cleverly shaped panel down the back contributes a highly slenderizing effect.

If you wish, you may wear this coat without the belt, and you can be sure that it will look very smart. Rayon-and-cotton crepe lining and warm interlining. An exceptional value at our price! COLORS: Black or chocolate brown, each with matching color soutache braid. SIZES: 38 to 58 bust. Length about 51 inches. A bargain. Price **\$14.95** Postage 16¢ extra.

Wonderfully Warm

1 L 953—Swagger lines, real warmth and sturdy material are all combined in this Coat to make it a tremendous favorite for utility wear.

The material is plaid-back, men's wear Oxford, All-Wool except for a slight percentage of rayon for decorative effect. The raglan shoulders are decidedly becoming. The versatile collar may also be buttoned up (see small view). Detachable belt. Rayon-and-cotton yoke lining. Two slit pockets.

COLOR: Dark Oxford gray only. SIZES: 38 to 58 bust. Length about 51 inches. Postage 16¢ extra. **\$19.85**

Classic Navy Chinchilla

1 L 954—The fabric used in this Coat—All-Wool Chinchilla—is everywhere noted for its warmth and durability. We've made it up in classic polo style, which is always popular and slenderizing.

The smart notched collar may be worn buttoned up (see small view). Raglan shoulders and sleeves are enhanced by a raised seam. Buttons trim the chic cuffs. Two slit pockets. Detachable belt. Serviceable rayon-and-cotton crepe lining.

COLOR: Navy blue only. SIZES: 38 to 58 bust. Length about 51 inches. Price **\$16.95** Postage 16¢ extra.

Special
Value



**SEALINE
FUR**

IL 877
\$16.95

COLORS: Black or chocolate brown.
SIZES: 38 to 58 bust meas. Lengths:
47 to 52 inches. **Postage 16¢ extra. \$10.95**

MISSES STYLES for those who have Stout Figures but young ideas in clothes....



HERE are four of the season's smartest Misses' Coats cleverly translated into your size. They are very skilfully reportioned throughout, to fit you perfectly . . . made just a little larger through the bust, hips, waist, armholes and sleeves . . . without a single change in the style detail!

Our Misses-plus sizes correspond to the following bust measurements. Please state ALL your measurements as requested on the Order Blank.

SIZE:	16+	18+	20+	22+	24+	26+	28+	30+
BUST:	36	38	40	42	44	46	48	50

Wool Bouclé

1 L 85—This smart, untrimmed Coat is made of Wool Bouclé mixed with small percentage of rayon—a smart, nubby fabric.

The two-way collar creates the flattering "high-at-the-neck" lines when worn closed. Opened, it forms two wide revers (see small view). The youthful stout women will like the seaming and tucking on the slightly puffed sleeves. Coat has slenderizing self-material inserts in back. Has lustrous rayon-and-cotton crepe lining; warm interlining. Detachable belt with buckle.

COLORS: Black, navy blue, chocolate brown. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Our price . . . \$16.95

Post. 16¢ ext.

Wool Tweed

1 L 86—Here is a Coat of unusual charm. It's made of Wool Tweed, mixed with rayon in a very attractive, flecked herringbone pattern.

You can button up the youthful Johnny collar (see small view) when cold winds blow. Shaped, slenderizing inserts of self-material trim each side back of the coat. The lining is of a lustrous rayon-and-cotton crepe; warm interlining. This coat looks just as smart when it is worn without the detachable belt.

COLORS: Gray or brown tweed mixtures. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 ins. Our price . . . \$10.95

Post. 16¢ ext.

Wool Crepe

1 L 88—This Coat for youthful stout women is of Monotone Crepe—All-Wool except for a slight percentage of rayon.

The notched fur collar adds smartness as well as warmth. Tucked sleeves, puffed slightly at elbow, taper to the wrists. Slenderizing, shaped inserts at back of coat. Weighted all-silk flat crepe lining; also a warm interlining. Detachable belt.

COLORS: Black with Black Sealine Fur (Coney fur, clipped and dyed to resemble Seal); or in Chocolate Brown with Brown French Beaver Fur (Coney fur, clipped and dyed to resemble Beaver). Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length 50 ins. \$25.00

Post. 22¢ ext.

FRENCH
BEAVER
or
SEALINE
FUR

ALL-WOOL
SUEDE
CARACUL
FUR

1 L 87
\$25.00

Three-Way Collar

1 L 87—A most amazing value for \$25.00—a Coat of good quality Black All-Wool Suede with a new-style collar, made of skilfully pieced, Genuine Black Caracul Lamb Fur.

Notice the smart, new three-way collar—sure to appeal to stout women who wear youthful clothes. Collar may be worn bow-fashion, also open or buttoned up as in small views. Sleeves are tucked to the shoulder, puffed slightly at the elbow and fitted at wrist. Slenderizing self-material inserts in the back. Coat is lined with weighted all-silk flat crepe and warmly interlined. Inside pocket. A belt of self-material is included with this coat.

COLOR: Black only. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Our low price . . . \$25.00

Postage 22¢ extra.

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women

—39th St. at FIFTH AVE., NEW YORK

FUR COLLARS and CUFFS

to make your
old coat "NEW"

Sold in sets, or
the Collars may
be purchased
separately



"FUR trimming is more important than ever this season," say the latest style-cables from Paris. Lane Bryant enables you to be in vogue by offering these luxurious fur collars and cuffs at prices that are amazingly low.

Just think of it—for as little as \$3.95, you can rejuvenate your winter coat with a new Collar and Cuff Set and you can make it look like this season's style!

Every Collar and Cuff on this page is taped and padded (see view at left) and ready to sew on. You can very readily attach them yourself to your old coat, and no one will ever guess that it isn't a new coat!



SET
\$8.95

GENUINE CARACUL

Pictured above: Full-Shawl Collar and graceful, pointed Cuffs of fashionable, Genuine Black Caracul Lamb. You will love this fur for its soft, silky curled hair. Being a "flat" fur, it is very flattering to the woman of stout figure.

Collar is about 7 inches wide at the widest part; and about 60 inches long from tip to tip (on the neck side). The cuffs are in the new pointed shape. Collar may be purchased separately.

7 L 21—For Collar only... **\$6.95**
Postage 8¢ extra.

7 L 22—Collar and Cuff Set... **\$8.95**
Postage 12¢ extra.



Large
Mushroom
Collars

with
New
Spiral
Cuffs

CARACUL OR
PERSIAN LAMB

Large Mushroom Collars and Spiral Cuffs; Pictured Above

Here are the smart, large Mushroom Collars and Collar and Cuff Sets, which are being shown on exclusive, higher-priced Winter coats. Collars are about 7 inches wide at widest part and about 38 inches long (end to end, on neck side). The Collar is in generously full size, very becoming to stout women; and the Cuffs, in smart spiral style, are proportionate in size.

Genuine Caracul

Genuine Black Caracul Lamb Fur; silky, curled hair. Good quality. Very flattering to the large woman.

7 L 25—Collar only... **\$4.95** Post. 5¢ ext.

7 L 26—Collar and Cuff Set... **\$6.95** Post. 8¢ ext.

Genuine Persian Lamb

Genuine Black Persian Lamb Fur, skilfully pieced. Closely curled and lustrous. A very long-wearing fur.

7 L 27—Collar only... **\$10.95** Post. 5¢ ext.

7 L 28—Collar and Cuff Set... **\$16.95** Post. 8¢ ext.

BLACK SEALINE
OR BEAVERETTE

Black Sealine

Black Sealine (genuine Coney Fur clipped and dyed to resemble real seal). A flat, very becoming fur.

7 L 29—Collar only... **\$2.95** Post. 5¢ ext.

7 L 30—Collar and Cuff Set... **\$3.95** Post. 8¢ ext.

Brown Beaverette

Brown Beaverette (genuine Coney Fur, clipped and dyed to resemble real beaver). Lustrous; serviceable.

7 L 31—Collar only... **\$2.95** Post. 5¢ ext.

7 L 32—Collar and Cuff Set... **\$3.95** Post. 8¢ ext.

MANCHURIAN WOLF

Pictured at Left

Mushroom Collar and Cuffs of Black Manchurian Wolf Dog. A luxurious, long-haired and very durable fur. Collar, which may be purchased separately, is about seven inches wide at widest part and about 38 inches long (end to end, on neck side). The Spiral Cuffs are proportionate in size.

7 L 33—Our low price for Collar only... **\$6.95**
Postage 5¢ extra.

7 L 34—Collar and Cuff Set... **\$8.95**
Postage 8¢ extra.

FRENCH CONEY

Pictured at Right

If you are looking for a very attractive fur at a low price, choose this becoming Black French Coney Set. This long-haired fur is lustrous and soft. Mushroom Collar is about 7 inches wide at widest part and about 38 inches long (end to end, on neck side). Pointed Cuffs are proportionate in size.

7 L 35—Our low price for Collar only... **\$2.95**
Post. 5¢ extra.

7 L 36—Collar and Cuff Set... **\$3.95**
Post. 8¢ extra.



SET
\$4.95

FRENCH CONEY

Pictured above: Full-Shawl Collar and graceful spiral Cuffs of lustrous Black French Coney, a long-haired Fur as becoming as it is low-priced.

Collar may be purchased separately, if you wish. It is about 7 inches wide at widest part; and about 60 inches long from tip to tip (on neck side). Spiral Cuffs are proportionate in size.

7 L 23—For the Collar... **\$3.95**
Postage 8¢ extra.

7 L 24—For collar and cuff Set. Our unusually low price... **\$4.95**
Postage 12¢ extra.



SET
\$8.95



SET
\$3.95

"RAIN or SHINE" here's Slenderizing practical SMARTNESS!



RUBBERIZED
COTTON
TWEED

RUBBERIZED
WOOL
TWEED

1 L 320
\$3.98

1 L 310
\$5.95

Smart Tweed Mixture

1 L 320—This Coat of Rubberized Cotton Tweed Mixture will look every bit as smart when the sun comes out, too. And it's very practical as well, being thoroughly waterproof.

The pattern used is an attractive one—it is an all-over tweed design that makes the stout woman appear slimmer. The smart notched collar, the raglan sleeves, and large pockets are all outstanding tailoring details. Has a detachable belt with buckle.

COLORS: Black or brown, each with lighter tone giving a tweed effect. SIZES: 38 to 58 bust. Length about 51 inches. Our low price Postage 12¢ extra. **\$3.98**

Looks Like Genuine Suede Leather

1 L 316—Raincoat made of one of fashion's newest materials—Rubberized Cotton Suede Fabric, that resembles genuine suede leather. It's backed with plaid flannelette, and is generously cut, so that it will never bind or pull. You will like its smartly casual, swagger lines. The raglan sleeves are finished with self-material straps at the wrists. The two large pockets you'll find particularly becoming as well as very convenient.

COLORS: Navy blue or cocoa-brown. SIZES: 38 to 58 bust. Length about 51 inches. Be sure to state ALL measurements. Exceptionally fine value at Postage 12¢ extra. **\$6.95**

Swagger Lines

1 L 310—The fashion-wise woman will appreciate the swagger lines of this Coat made of a Rubberized Wool-and-Cotton Tweed Mixture.

The fabric is woven in a smart tweed design, and the coat is so skilfully made and so very smartly designed that it shows no outward sign of being a raincoat, yet it is absolutely waterproof. Serviceable. Raglan sleeves. Two patch pockets. Looks equally well if worn without the detachable all-around belt.

COLORS: Gray or tan mixture. SIZES: 38 to 58 bust. Length about 51 inches. Our price... Postage 12¢ extra. **\$5.95**



RUBBERIZED
SUEDE
FABRIC

1 L 316
\$6.95

"Cravenetted"

1 L 321—This serviceable and smart Jacket is made of warm, "Cravenetted" All-Wool Melton Cloth—a waterproof fabric that contains no rubber.

Worn in rain or shine, for the patented "Cravenette" process renders it impervious to water although NOT impervious to air. Warm, cotton suede lining.

Wear it with your separate skirts or your street dresses. Ideal for shopping, driving and all-around sports wear.

Smart, raglan sleeves, button-trimmed at wrists. Notched collar may be buttoned up. Two slit pockets. Detachable belt.

COLORS: Navy blue, wine or dark brown. SIZES: 38 to 58 bust. Length about 30 inches. Our low price... Postage 12¢ ext. **\$6.95**



"Cravenetted"
ALL-WOOL
MELTON
SUEDE
LINED

1 L 321
\$6.95



GENUINE
GLOVE
LEATHER

1 L 304
\$12.95

LEATHERETTE
BACKED
WITH SUEDE

1 L 317
\$4.95

Choice of Leather or Leatherette

This smartly tailored Jacket is provided in your choice of two materials—of superior quality, soft, Genuine Glove Leather, or of durable Leatherette, which closely resembles genuine leather. Skilfully designed along slenderizing lines, yet gives ample freedom to the stout woman. Notched collar may be buttoned up. Smart, detachable all-around belt. Two deep pockets. Jacket is about 30 inches long.

COLORS: Black, navy blue or dark green. 1 L 304—Of Genuine Glove Leather, lined with warm cotton suede. SIZES: 38 to 50 bust measure only. Our exceptionally low price... Postage 16¢ extra. **\$12.95**

1 L 317—Of Waterproof Leatherette; backed with cotton suede. SIZES: 38 to 58 bust measure. Our exceptionally low price is only... Postage 12¢ extra. **\$4.95**

Extra-Size, Extra-Warm SWEATERS Carefully Knitted to Fit Stout Women



WOOL AND COTTON 8 L 7 \$2.98
ALL-WOOL 8 L 58 \$3.98
ALL-WOOL WORSTED 8 L 66 \$6.95

Coat-Sweater in Choice of Three Fine Qualities

Very warm, utility Coat-Sweater in three fine qualities. The roll collar may be fastened close to the neck. This useful garment will be important in your winter wardrobe, and will give excellent wear. SIZES: 38 to 58 bust. An unusual value.

8 L 7—Good quality Wool-and-cotton mixture. Very warm. COLORS: Navy blue or black. Postage 8¢ extra. **\$2.98**

8 L 58—All-Wool; knit in Cardigan stitch. COLORS: Navy blue, black, maroon or brown. Postage 10¢ extra. **\$3.98**

8 L 66—Superior quality, extra-warm All-wool Worsted yarn knit in Shaker stitch. Non-sagging, knit-in pockets. COLORS: Navy blue; black; maroon; brown; white; camel's hair tan. Postage 14¢ ext. **\$6.95**



8 L 6 \$4.95 ALL-WOOL JERSEY

8 L 6—A good looking Sweater of fine quality, All-Wool Jersey. Skillfully knit to fit the woman of stout figure.

Contrasting color Jacquard trimming edges the slit pockets and finishes the collar, which may be worn buttoned up (see the small view). Curved tucks over each pocket add a distinctive touch.

COLORS: Navy blue, cocoa-brown or black. SIZES: 38 to 58 bust. Postage 10¢ extra. **\$4.95**

ALL-WOOL WORSTED

8 L 5 \$2.98



Attractively Knitted

8 L 5—It's hard to find a Sweater as fine in quality as this one for only \$2.98. Of All-Wool Worsted, knitted in a very attractive stitch. Contrasting color band on sleeves and bottom of sweater.

COLORS: Buff with brown trim; black or navy blue, each with silver trim. SIZES: 38 to 58 bust. Postage 8¢ extra. **\$2.98**



WORSTED AND RAYON 8 L 25 \$3.98

Warm and Attractive

8 L 25—This very attractive Sweater is made of warm All-Wool Worsted, mixed with silvery Rayon to give it a lovely, flecked effect. It is skillfully knitted to fit the stout figure. Two pockets.

COLORS: Black, navy blue, wine or brown, each with silvery rayon mixture. SIZES: 38 to 58 bust. Postage 8¢ extra. **\$3.98**



8 L 1 \$1.98 ALL-WOOL WORSTED "Shoulder Scarf"

8 L 1—For extra warmth across the shoulders and back we offer this Shoulder Scarf of All-Wool Worsted. Knit in slenderizing "wave" pattern. Wristlets and ribbon tie at the dainty collar hold garment on just like a sweater. Very serviceable.

COLORS: Navy blue, orchid or buff. SIZES: 38 to 58 bust. Postage 6¢ extra. **\$1.98**

At Left: "Hug-Me-Tight"

8 L 3—This "Hug-Me-Tight," which is fashioned of fine All-Wool Yarn, will prove itself indispensable to winter comfort. Splendid for wear about house or under a coat. Two tie closings at the front. Matching color shell-stitched edging.

COLORS: Black, navy or taupe-gray. SIZES: 38 to 58 bust. Postage 6¢ extra. **\$1.98**



ALL-WOOL "HUG-ME-TIGHT"



ALL-WOOL WORSTED 8 L 2 \$2.98

All-Wool Worsted

8 L 2—You will get a great amount of pleasure out of this Sweater, which is ideal for wear around the house. It also is perfect as a Bed-Jacket. It is made of All-Wool Worsted, and the tailored lapels and front edges are finished with self-color shell-stitching. There are two very dainty ribbon ties at front.

COLORS: Orchid, navy blue, buff or white. SIZES: 38 to 58 bust. Postage 8¢ extra. **\$2.98**



WOOL AND COTTON 8 L 4 \$2.19

Wool-and-Cotton

8 L 4—This Sweater of a good quality, warm Wool-and-Cotton is a remarkable bargain for only \$2.19. Looks well with any dress, and especially well with one that has a collar. Wear it under a coat for extra warmth. Knitted carefully to fit and flatter the woman of stout figure. A splendid value at our low price.

COLORS: Navy blue or black. SIZES: 38 to 58 bust. Our price. Postage 8¢ extra. **\$2.19**



ALL-WOOL WORSTED
8 L 8
\$3.98

Very Nicely Tailored

8 L 8—Note the very lovely, tailored simplicity of this Sweater, which you will find is particularly becoming if you are not slender. And you'll like the fine, exceptionally warm All-Wool Worsted which we have used in making up this style. The collar may also be worn open, as pictured in the small view. Contrasting color stripes trim the collar, cuffs and bottom.

COLORS: Navy blue or black, each with silver trimming; also buff with brown trimming. SIZES: 38 to 58 bust measure. Our low price...
Postage 8¢ extra. **\$3.98**



ALL-WOOL WORSTED 8 L 104 \$5.95 RAYON AND WOOL 8 L 121 \$6.95

The collar of this Sweater may be worn in Tuxedo style or buttoned up in a shawl collar-effect. SIZES: 38 to 58 bust.

8 L 104—Of All-Wool Worsted Jersey knit in self-color stripes. COLORS: Navy blue, black, brown or platinum gray. A splendid value at our very low price...
Postage 10¢ extra. **\$5.95**

8 L 121—Of All-Wool Worsted, mixed with matching rayon. COLORS: Black, navy blue or buff. Our low price...
Postage 10¢ extra. **\$6.95**

KNITTED BLOUSES...soft and flattering....



ALL-WOOL WORSTED

with SHORT SLEEVES

8 L 11 \$2.98

8 L 11—This Knitted Blouse is of fine All-Wool Worsted, knit in smart pattern with very soft ribbed, jabot collar that resembles pleating. A contrasting color trims the flattering jabot collar, and the short puffed sleeves and the hipband.

COLORS: Eggshell with brown trim, or French blue with navy blue trim; also white with black trim. SIZES: 38 to 58 bust measure. Price...
Postage 8¢ extra. **\$2.98**



PL 10 \$2.19

WOOL AND RAYON

8 L 10—This Two-Tone Knitted Blouse of very fine All-Wool Worsted mixed with lustrous silvery Rayon is really a "find" at only \$2.19. It is knit in smart, attractive stitch that does not cling to the figure and is flattering to stout women. Warm and serviceable. Solid color all-wool worsted hipband and cuffs on the long sleeves. Bow made of self-material at the V-neck to add a soft, feminine touch.

COLORS: Chocolate brown, black, navy blue or wine, each mixed with silvery rayon. SIZES: 38 to 58 bust measure. Our price...
Postage 8¢ extra. **\$2.19**

The New TWIN SWEATER SETS



8 L 9 \$3.98

8 L 31 \$4.95

ALL-WOOL WORSTED BLOUSE and JACKET

RAYON and WOOL BOUCLE BLOUSE ALL-WOOL WORSTED JACKET

8 L 9—A Twin Sweater Set, as smart as it is becoming to the stout figure. It is extremely practical, as either the Jacket or Blouse may be worn separately or combined with other outfits. The set is knit of fine quality All-Wool Worsted in an attractive "wave" pattern which stout women will find very slenderizing. Both jacket and blouse have youthful, round necks. Ribbed hipbands, necklines and cuffs. The blouse has attractive, short sleeves (see the small view).

COLORS: Navy blue, chocolate brown or wine. SIZES: 38 to 58 bust. Our very low price for two-piece Set...
Postage 14¢ extra. **\$3.98**

8 L 31—The Twin Sweater Set—the new sportswear fashion that is so flattering to stout women. This Set is unusually well-made... it's the finest we've ever offered. The blouse is of Wool Worsted mixed with silvery Rayon Bouclé and has a solid color band at the round neck, short sleeves and hipband. Coat-sweater is made of a soft All-Wool Worsted to match the solid color bands on blouse; jacket also has round neck. Each sweater may be worn separately. Very practical.

COLORS: Black, navy blue or chocolate brown. SIZES: 38 to 58 bust meas. Our low price for two-piece Set...
Postage 14¢ extra. **\$4.95**



8 L 12 \$2.98

ALL-WOOL WORSTED

8 L 12—Now here's another interesting version of the Knitted Blouses that are being worn this season. This one is made of All-Wool Worsted in a lovely novelty weave. The youthful collar and softly rippling jabot help to make this knitted blouse flattering to the woman of stout figure. Long sleeves. Ribbed hipband and cuffs. COLORS: Navy blue; beige; wine. SIZES: 38 to 58 bust...
Postage 8¢ extra. **\$2.98**



8 L 13 \$3.98

WORSTED AND RAYON

8 L 13—You will always appear smart and slender in this Knitted Blouse. It is made of All-Wool Worsted mixed with white rayon bouclé for lustre. The scalloped white surplice collar has been knitted in a dainty design. Very flattering to face and figure. With long sleeves. COLORS: Beige, navy blue or brown, each with white collar. SIZES: 38 to 58 bust measure...
Postage 8¢ extra. **\$3.98**

**TWO-PIECE
Swagger
Suits**

\$19⁸⁵
each

**Choice of
TWEED
OR
CREPE**



**2 L 401
WOOL
TWEED**

**2 L 402
WOOL
CREPE**

Tweed Swagger Suit

2 L 401—We have a knack with Suits that gives them the tailored appearance of "made-to-measure" costumes. This Two-piece Swagger Suit is made of soft flecked Wool Tweed, mixed with rayon. Coat may also be worn as separate wrap.

Scarf collar is very smart when worn open or when tied in Ascot fashion, as shown in small picture. Fully lined with lustrous Rayon-and-Cotton Crepe and warmly interlined. Skirt (see other small picture) is simply cut and tailored. Sleeves have vertical seamings.

COLORS: Brown or gray mixture. **SIZES:** 38 to 58 bust. Coat length about 50 ins. Skirt length about 34 inches. Wide hem. An excellent value. Our very low price for both Coat and Skirt.

Postage 16¢ extra. **\$19.85**

Tailored Wool Crepe Suit

2 L 402—A smart Two-piece Swagger Suit for Fall and Winter. Made of Wool Crepe, mixed with a small percentage of Rayon. The Coat may be worn separately with other costumes. Rows of stitching trim collar. Vertical, tailored folds decorate sleeve. Lustrous rayon-and-cotton crepe lining and a warm interlining.

Inserts of self-material trim the back of coat. Narrow front panel gives slim-line effect. Smart, two-button side closing. Skirt (see small illustration) is tailored with a pleat at either side-front.

COLORS: Black, navy blue or chocolate brown. **SIZES:** 38 to 58 bust. Coat length about 50 inches. Skirt length about 34 inches; wide hem. A fine value. Price for both Coat and Skirt.

Postage 16¢ extra. **\$19.85**

**BLOUSE
OF
ALL-WOOL
LACE**
2 L 69
\$2⁹⁸



**SKIRT
WOOL-AND
SILK
TWEED**
8 L 18
\$2⁹⁸

**WOOL-AND
COTTON
TWEED**
8 L 19
\$1⁹⁸

Pictured Above

Smartly tailored Blouse and Skirt made in correct sizes to fit every stout woman.

All-Wool Lace Blouse

2 L 69—The Blouse is made of beautiful All-Wool Lace. Soft collar and self-fabric bow edged with contrasting color. **COLORS:** Royal blue with navy blue edging; or beige or eggshell tan, each with brown edging. **SIZES:** 38 to 58 bust. Our low price. **\$2.98**

Postage 4¢ extra.

Flecked Wool Tweed Skirt

8 L 18—Skirt of Flecked Wool Tweed mixed with silk; has its fashion interest in side pleats, slit pocket and button trim.

COLORS: Chocolate brown, navy blue or black, each with white flecks. **SIZES:** 32 to 46 inches waist. Length about 34 inches. Wide hem. **\$2.98**

Postage 8¢ extra.

8 L 19—Same style Skirt—but of Wool-and-Cotton Tweed. **COLORS:** Gray or brown tweed mixture. Price. **\$1.98**

Postage 8¢ extra.

**SKIRTS and
WAISTS**
Sold Separately

Pictured Below

If you want a Skirt and Blouse with a "dressy" feeling, that you can wear informally for afternoon or for evening, here they are:—

2 L 70—Blouse of weighted All-Silk Flat Crepe with a rippling jabot and fitted cuffs. May also be worn tucked into skirt.

COLORS: White, eggshell or dove gray. **SIZES:** 38 to 58 bust measure. Price. **\$3.98**

Postage 4¢ extra.

8 L 20—Skirt of Monotone Crepe, Wool with rayon. Front is button-trimmed (see small view below).

COLORS: Black, navy blue or chocolate brown. **SIZES:** 32 to 46 inches waist. Skirt length about 34 ins. Wide hem. **\$3.98**

Postage 8¢ extra.

**BLOUSE
OF
WEIGHTED
ALL-SILK
FLAT
CREPE**
2 L 70
\$3⁹⁸



**SKIRT
OF
WOOL
MONOTONE
CREPE**
8 L 20
\$3⁹⁸



Predominating Fashions Expressing Charm and Good Taste

Specializing in
LARGE HEAD SIZES



HOW TO ORDER

Tell us your head-size in inches. Measure around your head, just above your eyebrows in front, over fullest part of hair in back (as illustrated), drawing tape measure as closely as you wish hat to fit. If you take measurement accurately, to the fraction of an inch, and don't make any allowances, we will send you your correct size.



HATTERS' PLUSH
FUR FELT
AND
PEACOCK
FEATHERS

Hand-Made

25 L 666

\$4.95

25 L 666—One of our finest Hats—it is made entirely by hand—excellent quality throughout. Silky Hatters' Plush forms the crown and band, while the brim is of supple, matching Fur Felt, with a bevelled edge.

Peacock Feathers, so much in vogue this season, form a stunning trimming at the back, where the brim is turned up in the popular Watteau style. Rayon taffeta lining.

COLORS: Black or navy blue, each with matching peacock feathers. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Splendid value at our very low price.

Postage 16¢ extra. **\$4.95**



25 L 664
\$1.98

LYONS VELVET
AND
RAYON CREPE

25 L 664—Here is a Hat so graceful in line and so dressy in appearance that it is sure to appeal to every woman. The crown is of Lyons Velvet, most becomingly draped, and trimmed with a smart ornament, as pictured.

Stitched brim of matching Rayon Crepe is turned down all around, and has just the hint of a dip over one eye. Rayon lining.

COLORS: Black, chocolate brown or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price.

Postage 12¢ extra. **\$1.98**



25 L 681
\$1.98

VEIL
INCLUDED

WOOL CREPE
HAND-MADE

25 L 681—Turbans seem to be endowed with a special youthful charm this winter. The stout woman will find this Hat with its charming veil very flattering. Hat is of a good quality, Wool Crepe and entirely hand-made.

A wide band is very skillfully wrapped around it in coronet fashion and then softly draped at sides, while pinch-pleats at the front and a novel ornament supply a smart effect. Rayon lining. Grosgrain headband.

COLORS: Black, navy blue or chocolate brown. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price.

Postage 12¢ extra. **\$1.98**



25 L 661
\$1.98

WOOL CREPE

25 L 661—That stitching and smartness go hand in hand can be seen in this very new and smart Wool Crepe Hat.

The brim is stitched in self color and turns up in the back. Fine tucks, radiating from the crown, contribute a jaunty tilt and also help the brim to keep its shape. A grosgrain ribbon band and pleated ornament as in the picture. Rayon lining.

COLORS: Black or navy blue, each with self-color and white ribbon; or chocolate brown with brown-and-sand ribbon. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price.

Postage 12¢ extra. **\$1.98**

ON this and the two following pages, you will find a fascinating selection of Hats that express the latest mode. Every style has its own particular charm, designed to flatter you no matter what headsize you wear.



WOOL FELT
25 L 660
\$2.98

25 L 660—The simple lines of this Hat are flattering to all stout women. Made of good quality Wool Felt, which lends itself very well to tailored lines. The creased crown and felt bow at back emphasize the dashing, high-in-the-back effect. Grosgrain ribbon band with insert at front. Rayon lining.

COLORS: Black with black-and-gray ribbon; navy blue with navy blue-and-Copenhagen blue ribbon; chocolate brown with brown-and-sand ribbon. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price.

Postage 14¢ extra. **\$2.98**



25 L 663
HAND-MADE
HATTERS' PLUSH **\$2.98**

25 L 662—This very chic and becoming Hand-Blocked Wool Felt Hat answers the demand for "something tailored, but really smart." Its pleated fedora-like crown makes it mannish enough to look well with sports clothes. Yet the smart dipping brim makes it perfect with dressy clothes.

Grosgrain ribbon band and bow. Grosgrain headband. Pictured on Front Cover.

Chocolate brown, black, navy blue or wine. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ ins.

Post. 14¢ ext. **\$2.98**

25 L 663—This hand-blocked, hand-made Hat is outstanding for its cleverly draped folds and the silky beauty of the Hatters' Plush which forms it. Pictured in color with our Front Cover Dress.

Note the fetching, dipped line over one eye—becoming to all women. This effect is emphasized by the pointed sections over each ear. Net lining. Grosgrain headband.

Black, or chocolate brown or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches.

Post. 14¢ ext. **\$2.98**

These TWO Hats
are pictured
in Color
on the
FRONT COVER



LYONS
VELVET
25 L 667
\$2.98

25 L 667—Here is a Hat that is new and smart in every respect. One of its most appealing features is the fabric—genuine Lyons Velvet—rich, soft and flattering to every woman. You'll like the way the stitched brim dips very slightly in the front to achieve a becoming line, then turns up so attractively in the back. Clever draping on the crown forms a point at one side. The all-around crease resembles a band. Two chic ornaments trim front. Rayon lining. COLORS: Black, chocolate brown or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ in. Postage 14¢ extra. **\$2.98**

25 L 672—Superior quality Fur Felt is used to make this stunning hand-blocked Hat. Two matching color quills made of Genuine Ostrich Feathers form the very smart and luxurious trimming. Graceful and becoming lines are lent by the semi-wide brim that dips slightly over one eye, and turns up in the back. The flattering, narrow band is made of self-material. Rayon taffeta lining. COLORS: Black, chocolate brown or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Exceptional value at our low price. Postage 16¢ extra. **\$4.95**

Hand-Blocked
FUR FELT
OSTRICH TRIMMING
25 L 672
\$4.95



Velveteen
Corduroy
HAT AND
SCARF
25 L 674
\$1.00
SET

Hat and Scarf Set

25 L 674—This matching Hat and Scarf Set is one of the most attractive we have seen in years. Both are of Velveteen Corduroy. The unlined Hat, in berry style, is so very youthful and demure with its down-over-one-eye plant. The three-section crown has a fold which is trimmed with metal buttons. Elastic at back of hat. The warm Ascot Scarf, which of course may also be worn with other outfits, is sateen-lined. COLORS: Black, wine, chocolate brown or bluebird blue. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Price for set, Postage 8¢ extra. **\$1.00**

WOOL FELT
Choice of FOUR Styles..



Hand-Blocked
25 L 673
\$2.98

25 L 670
\$1.19

Hand-Blocked
25 L 665
COQ FEATHERS
\$3.98

At Left

25 L 673—Note the very effective trimming on this Hand-Blocked Wool Felt Hat. The crown has V-shaped tucking, which comes to a point in the front—a clever bit of flattery for the woman of stout figure. The brim dips in the front and turns up in the back. Trimmed with two feather quills. Grosgrain headband. COLORS: Black or navy blue, each with self-color-and-white quills; also chocolate brown with brown-and-sand quills. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our exceptionally low price is only. Post. 14¢. **\$2.98**

Above

25 L 670—This chic Wool Felt Hat is one of the best values we've ever offered. The medium-wide brim was designed to make your face look slimmer. It is very smart and especially becoming since the "down-over-one-eye" tilt is most popular this season. Smartly ornamented grosgrain ribbon band. Grosgrain headband. COLORS: Black or navy blue, each with self-color ribbon; or sand with brown ribbon. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ and 25 inches. Price. Post. 12¢. **\$1.19**

At Right

25 L 665—Iridescent Coq feathers, so subtly flattering to the mature woman, make this Hat outstandingly smart. Made of hand-blocked Wool Felt in very fine and supple quality. The narrow bevelled-edged brim turns down in the front and up in back to give you a becoming line. The coq feathers cover the entire crown and cascade down onto brim. Rayon lining. COLORS: Black or navy blue or chocolate brown, each trimmed with beautiful, lustrous iridescent coq feathers. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Post. 14¢. **\$3.98**

Satin-trimmed Felt

25 L 668—This Wool Felt Hat is distinguished by its creased crown. The brim dips at the front and turns up at the back. Trimmed with a draped satin ribbon bow in a very becoming manner. Rayon lining. COLORS: Black or navy blue, each with matching color ribbon; or sand with brown ribbon. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our price. Postage 12¢ extra. **\$1.98**

Hatters' Plush and Felt

25 L 671—This Hand-Blocked Hat is made of fine quality, silky Hatters' Plush and soft Fur Felt, with a Veil to add the final dressy touch. The brim is of Fur Felt, while the rest of the hat is of Hatters' Plush. Rhinestone ornament. Rayon lining. COLORS: Black or chocolate brown. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price for Hat and Veil. Postage 14¢ extra. **\$3.98**



VEIL INCLUDED

HATTERS' PLUSH AND FUR FELT
Hand-Blocked
25 L 671
\$3.98

25 L 668
\$1.98



FELT BANDING

25 L 679
\$1.00

For Mother or Daughter

25 L 679—A casual Hat of good quality Wool Felt Banding, for wear with tailored clothes. Becoming to mother or daughter.

The seam across the two-section crown emphasizes the tilt of the stitched brim, which turns up in the back. The grosgrain ribbon band ties at front in a smart bow. Grosgrain headband. Excellent value.

COLORS: Black or navy blue, each with self-color ribbon; also in sand with brown ribbon. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price, only, \$1.00 Postage 10¢ extra.

LYONS VELVET
HAND-MADE
25 L 676
\$2.98

Smart Tricorne

25 L 676—This Hand-made Hat will be an instant sensation, first because of the material, soft Lyons Velvet with lustrous, silky sheen so flattering to every age and every complexion; second, because of the style—Hat is artfully draped so as to curve down over the eye and form alluring and highly becoming tricorne lines.

The points and the smart ornament at the side emphasize the tricorne effect. Rayon lining and grosgrain headband. Exceptional value.

COLORS: Black, wine or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price, only, \$2.98 Postage 14¢ extra.



LYONS VELVET
25 L 678
\$3.98

Becoming Brim

25 L 678—This Hat is made of very good quality, soft Lyons Velvet, and features a most becoming brim.

The brim turns down in the front to create a youthfully smart line; and turns up across back to allow room for your coat collar. The two-tone feather ornament is especially distinctive—it's a double quill thrust through a feather pin-wheel at the front of the crown. Rayon lining.

COLORS: Black or navy blue, each with a self-color-and-white ornament; chocolate brown with brown-and-sand ornament. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price, only, \$3.98 Postage 14¢ extra.



25 L 683
\$1.00

SUEDE VELVETEEN

25 L 683—An unlined Beret of closely clipped Velveteen with a suede-like finish... has a youthful gaiety that will appeal to every woman.

It's rakishly tilted to produce that smart down-in-front and up-in-back line. The fold of self-material and contrasting color, feather quill serve to add height to your figure.

COLORS: Black or navy blue, each with white quill; or sand with brown quill. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price, only, \$1.00 Postage 6¢ extra.

Your Choice
\$1.98 each



25 L 669
Hand-Blocked
WOOL FELT

All Lane Bryant Hats are adaptations of exclusive, imported models, selected for their becomingness to you and offered in YOUR head-size.

25 L 682
LYONS VELVET
HAND-MADE

25 L 682—Imagine getting a hand made, genuine Lyons Velvet Hat as smart as this one, for only \$1.98!

It is very skillfully pleated at the front, where it dips down smartly over the eyebrow. Wide, encircling fold of the self-material in coronet effect forms a point at each side, making this the perfect hat for all stout women. Hand-made ornament is of a matching grosgrain ribbon. Rayon lining. Grosgrain headband.

COLORS: Black, chocolate brown or wine. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. A well made and becoming hat, offered at an unusually low price, \$1.98 Postage 12¢ extra.

25 L 669—Of course, you have seen the new swaggy brim Hat but have you tried one? You really should, for it is exceptionally becoming.

Note how the brim of this Hand Blocked Wool Felt hat curves up at side and then dips over one eye. It is close-fitting at back. Matching grosgrain ribbon band is trimmed with an ornament. The brim and band are both piped with matching color, shiny leatherette. Grosgrain headband. Excellent value.

COLORS: Black, chocolate brown or wine. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ and 25 inches. Our low price is only \$1.98 Postage 12¢ extra.



25 L 677
FELT BANDING 79¢

Smart, Crushable and Only 79¢

25 L 677—Just think of it—this Turban of Wool Felt Banding will cost you only 79¢. It is a hat you'll love, for it is soft, smart and crushable.

Made in smart folds at top, which add height to your figure. Metal ornament. Grosgrain headband. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. A bargain at our unusually low price. 79¢ Postage 6¢ extra.

Hand-Made Wool Felt—\$1.98

25 L 680—This Hand-made Hat, in bleached style, must be seen to be appreciated. It is really a beauty!

Made of a soft quality Wool Felt, trimmed with two leather pads; one in front is of contrasting color; one at back matches the hat. Rayon lining.

COLORS: Black trimmed with self-color-and-white feather pads; chocolate brown or wine, each with self-color-and-sand feather pads. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price, only, \$1.98 Postage 12¢ extra.

Hand-Made Velvet Turban—at Right

25 L 675—Fine quality Lyons Velvet is the material we have used for this Hand-made Turban. A very practical style—and because it is close-fitting, it won't ever interfere with the collar of your coat.

Chic points are very cleverly achieved by the draping at the upper back of crown. Flattering and iridescent, form wing-effect on the crown. Net lining. Grosgrain headband.

COLORS: Black, navy blue or chocolate brown, each with self-color, iridescent feathers. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ ins. Price, only, \$3.98 Postage 14¢ extra.



HAND-MADE
WOOL FELT
25 L 680
\$1.98



LYONS VELVET
HAND-MADE
25 L 675
\$3.98

BLANKET CLOTH

Wonderfully Warm
and Inexpensive...

Your Choice of
Figured or Plain Robes

\$2.98
EACH



6 L 200
FIGURED

BLANKET
CLOTH

6 L 201
PLAIN

\$2.98
each

LOUNGING ROBES

Cut Ample Full
for STOUT WOMEN



UNLINED
6 L 204

\$5.95

LINED
WITH
SILK
MULL

6 L 205
\$6.95

CORDUROY
LINED
OR
UNLINED

Tailored yet feminine—warm yet dressy. This smart Lounging Robe of Velvet Corduroy is fine from every viewpoint. Especially good quality; warm, velvety and light-in-weight. The wearing qualities of this material are famous. Cut ample full.

Has a slenderizing shawl collar. With hip and breast pockets. Lined or unlined.

COLORS: Bluebird blue, or cherry red or lavender. SIZES: 36 to 58 bust meas. Length about 51 inches.

6 L 204—Unlined Corduroy. Our price... **\$5.95**

Post. 12¢ ext. **\$6.95**
6 L 205—Of Corduroy, lined with silk mull (mixed with cotton). Our price... **\$5.95**

Post. 12¢ ext. **\$6.95**



6 L 203
PLAIN

ALL-WOOL
FLANNEL

\$5.95
each

6 L 202
STRIPED

Tailored
Flannel
Robes

STRIPED
OR
PLAIN

Shown
Above

Classic, tailored All-Wool Flannel Robe in two-tone stripes or solid color. Skilfully designed to give slender lines. Notched collar. Two patch pockets with stitched tabs.

SIZES: 36 to 58 bust measure. The length is about 51 inches.

6 L 202—Striped All-Wool Flannel. COLORS: Two-tone stripes in blue, maroon, green or orchid. Our very low price is only... **\$5.95**

Postage 12¢ extra. **\$5.95**
6 L 203—Of plain All-Wool Flannel. Contrasting, self-material collar, cuffs, belt and pocket tabs. (See small picture). COLORS: Navy blue with Copenhagen blue trimming; dark green with lighter green trimming; or purple with lavender trimming. Our price... **\$5.95**

Postage 12¢ extra. **\$5.95**

Bell Sleeves

6 L 206—Lovely All-Rayon Satin, a lustrous, long-wearing fabric, is used to fashion this Negligee. We adapted it in large sizes from an exclusive model—to sell for \$2.98.

Its simple, semi-fitted lines create an illusion of slenderness which is greatly enhanced by the shawl collar. Collar and piping on bell sleeves are of a contrasting self-material. Full-cut. Inside tie keeps garment nicely in place.

COLORS: Orchid with Nile green; coral with French blue; or black with Nile green. SIZES: 36 to 58 bust. Length about 51 inches. Our unusually low price... **\$2.98**

Postage 8¢ extra. **\$2.98**

ALL-
RAYON
SATIN
6 L 206
\$2.98

WHEN frosty days arrive, how you will appreciate the welcome warmth of one of these Blanket Cloth Robes! The sizes are very full-cut and roomy to allow ample lapover without looking bulky. For value and durability, they can't be matched at our low price.

6 L 200—Figured Blanket Cloth Robe in stunning floral design. The shaped shawl collar, the stitched-on cuffs and pocket are neatly bound with lustrous two-tone cord. Tasseled cord belt. Large patch pocket.

COLORS: Light navy-and-gray; tan-and-blue; Copenhagen blue-and-tan. SIZES: 36 to 58 bust measure. Length about 51 ins. Our low price... **\$2.98**

Postage 12¢ extra. **\$2.98**

6 L 201—Plain Blanket Cloth Robe. The shaped shawl collar, cuffs and pocket tabs are of reversed self-material to add a smart contrast. Two-tone cord trimming. Tasseled cord belt. Two convenient patch pockets. Long, slenderizing lines.

COLORS: Brown with tan, or navy blue with Copenhagen blue. SIZES: 36 to 58 bust. Length about 51 inches. ... **\$2.98**

Postage 12¢ extra. **\$2.98**



WEIGHTED
ALL-SILK
FLAT
CREPE

6 L 214
\$5.95

Negligee Pictured Above

6 L 214—You will be more than charmed with the flowing lines of this weighted All-Silk Flat Crepe Negligee.

Collar-revers has self-material looping at the edge. There are three-quarter length sleeves; bell-shaped cuffs. Inside ties and side sash hold garment nicely in place.

COLORS: Black, coral, orchid or Copenhagen blue. SIZES: 36 to 58 bust. Length about 51 inches. Post. 8¢. **\$5.95**

Smart Plaids

6 L 213—To the stout woman who desires the very latest in fashion, we can recommend this smart Plaid Lounging Robe—of fast-color, warm Cotton Flannel. Tailored along slenderizing lines. Launderers well. Flattering shawl collar. Three roomy patch pockets, each with stitched tab.

COLORS: Light navy blue, almond green or red, each with a black plaid print. SIZES: 36 to 58 bust. Length is about 51 inches. Our price. . . . **\$2.98**
Post. 12¢. **\$2.98**

COTTON
FLANNEL

6 L 213
\$2.98



6 L 211



6 L 212

6 L 208 \$4.95
COTTON SATIN
6 L 209 \$5.95
ALL-RAYON SATIN
6 L 210 \$6.95
ALL-SILK SATIN



Quilted Robe Shown Above:

This very attractive Quilted Robe comes in your choice of three materials. Cut amply full to give the stout woman comfort, yet is not bulky.

Slenderizing shawl collar. The lustrous cord belt has tassels. Stitching contributes cuff-effect and trims the patch pocket. Lined throughout.

SIZES: 36 to 58 bust meas. Length is about 51 inches.

6 L 208—Made of lustrous Cotton Satin, with a fine batiste lining. BLACK ONLY. . . . **\$4.95**
Postage 12¢ extra.

6 L 209—Made of All-Rayon Satin, lined with silk-and-cotton mull. COLORS: Black, coral or orchid. Our low price. . . . **\$5.95**
Postage 12¢ extra.

6 L 210—Made of All-Silk Satin, lined with silk-and-cotton mull. COLORS: Black, Copenhagen blue or purple. Price. . . . **\$6.95**
Postage 12¢ extra.

Pictured at Left

6 L 207—Here is a lustrous Saten Negligee that's really simplicity itself, yet it has an exclusive air surprising at only \$1.98. Flattering to the stout figure. Multi-colored embroidery trims the smart revers. Full kimono sleeves. Side sash and inside ties to hold the garment in place.

COLORS: Navy blue or black, each with smart multi-colored embroidery. SIZES: 36 to 58 bust measure. Length about 51 inches. . . . **\$1.98**
Postage 8¢ extra.

BEACON BLANKET CLOTH

\$3.98
EACH

PLAIN OR FIGURED

BEACON—Famous for Wear

Every woman knows about the very marvelous wearing qualities and the welcome warmth of Beacon Blanket Cloth. We believe that a Robe tailored of this famous cloth is one of the most practical you can choose for Winter wear.

Tailored with generous fullness to fit and flatter the woman of stout figure. Collar, stitched-on cuffs and pocket tabs are bound with two-tone cording. The tasseled cord belt matches the binding. Two roomy patch pockets. SIZES: 36 to 58 bust. Length about 51 inches.

Plain Blanket Cloth Robe

6 L 211—Plain color Blanket Cloth. Notched collar is slenderizing. A stunning contrast is effected by the collar, cuffs and pocket tabs, which are of the reversed self-material in a darker tone. COLORS: Dark Copen blue with navy blue, lavender with purple, or light maroon with darker maroon. . . . **\$3.98**
Postage 12¢ extra.

Figured Blanket Cloth Robe

6 L 212—Figured Blanket Cloth Robe in an attractive, widely-spaced design which flatters the stout figure. Slenderizing shawl collar. COLORS: Lavender with purple design, Copen blue with navy blue design, or light maroon with darker maroon design. . . . **\$3.98**
Postage 12¢ extra.



EMBROIDERED
SATEEN

6 L 207
\$1.98

Skilfully KNITTED to Flatter the STOUT FIGURE

... and "flattering the Stout Figure" is a Lane Bryant specialty. Every detail of these superbly smart, Knitted Fashions is carefully planned to give you perfect fit, and to slenderize your figure and make you look well-groomed, whether you usually wear a size 38 or size 58—or any size in-between.



TWO-PIECE SUIT
Dress and Jacket
RAYON AND WOOL BOUCLE

8 L 16
\$12.95



THREE-PIECE SUIT
Blouse, Jacket and Skirt
ALL-WOOL WORSTED

8 L 15
\$10.00



Dress of KNITTED RAYON AND WOOL BOUCLE

8 L 14
\$8.95



The New THREE-PIECE TWIN SWEATER SUIT
Wool-and-Rabbits' Hair

8 L 17
\$12.95

8 L 17—And here's the outfit some of the smartest New Yorkers have selected for their Fall and Winter wardrobes—a Three-piece Twin Sweater Suit, which consists of Blouse, Jacket and Skirt.

This suit is fashioned of an intriguing material which really must be seen and felt to be appreciated. It is an unusually soft, All-Wool with tiny flecks of genuine Rabbits' Hair mixed with it to give a slightly frosted look. It has the smart, new "hairy" appearance, although it is divinely soft to the touch.

The Blouse, Jacket or Skirt may be combined effectively with other outfits, thus making this suit highly practical. Neat, attractive lines and skirt freedom are provided by the well-tailored skirt with its graceful pleats in the front. The Blouse and Jacket have becoming round ribbed neck, ribbed cuffs and hipband. COLORS: Navy blue, chocolate brown or black. SIZES: 38 to 58 bust. Skirt length is about 34 inches. A wide hem. Our very low price.....
Postage 16¢ extra. **\$12.95**

Slenderizing Knitted Suits for Your Fall and Winter Wardrobe

8 L 16—Two-piece Suit consisting of a Dress and smart Cardigan Jacket. Of fine Wool Worsted mixed with a silvery Rayon Bouclé for the lustrous, nubby effect which is so popular this season. This knitted material is soft, supple and unusually warm.

The Dress (note small view) looks smart whether it is worn with or without the tailored Jacket. It is very flattering, for its graceful double jabot is knit in a dainty, lacy stitch. Trimmed with a neat row of buttons.

The skirt is cleverly seamed to lend youthful, slenderizing lines and it has a kick-pleat at the front to lend desired freedom. The Jacket has two handy pockets.

COLORS: Black, navy blue or chocolate brown. SIZES: 38 to 58 bust. Dress length about 51 inches. Wide hem. Price for Dress and Jacket is only.....
Post. 16¢ **\$12.95**

8 L 15—For sports wear and general wear in Fall and Winter, nothing could be smarter than this Three-piece Suit which includes Blouse, Jacket and Skirt. Its tailored, very becoming lines are designed to flatter the woman of stout figure.

Suit is finely knitted of fine quality, All-Wool Worsted in slenderizing, self-color striped pattern. Blouse, Jacket or Skirt may be combined nicely with other outfits.

The blouse may be worn outside or tucked in. Contrasting bands (to match jacket and skirt) trim soft bow at neck, short sleeves and fitted hipband. Tailored skirt with pleats in the front. Jacket has two pockets.

COLORS: Navy blue, dark brown or dark green, each with eggshell blouse. SIZES: 38 to 58 bust. Skirt length about 34 inches. Wide hem. Price for Three-piece Suit is only.....
Post. 16¢ **\$10.00**



*You will love
these new dresses*

**Over 60 styles
to choose from**

**And every one
in your size**

HOW you will love these dresses! Each carefully and scientifically designed to make you look your slimmer, smarter self. Choice of over 60 different styles . . . each in *your* size . . . and every one a splendid value that simply cannot be equalled elsewhere.

Our styles are the cream of the crop. Not merely new fashions for larger women—for each of them is planned by Lane Bryant for perfect slenderizing fit, and offered to you at a perfect price.

Styles are new and smarter than ever. Sleeves are simpler, necklines soft and graceful, trimmings discreet and neat. And many dresses are really suits with jackets or coats of appropriate length.

Fabrics, too, are new. There are beautiful light-weight WOOLENS . . . luxurious VELVETS . . . very highly flattering DULL CREPES . . . sumptuous SATINS and satin combinations . . . also sheers, sands and rayons . . . in latest styles, in the newest themes of fashion.

Eighteen pages of wonder values! And all are right in style . . . right in fit . . . and right in price.

Wool Tweed and Flat Crepe

3 L 455—You will find that this lovely Two-piece Suit in three-piece effect is ideal for wear throughout the Fall and Spring, and equally smart under a coat during the Winter. It consists of Jacket and Dress, and represents an excellent value at our price—only \$8.95.

The tailored jacket and the skirt section of dress are made of attractive Wool Tweed, mixed with silk in a fine, broken checked design. The good looking blouse section is fashioned of eggshell, weighted All-Silk Flat Crepe and has a flattering, button-trimmed jabot that you'll like.

The straight, unlined jacket has a neat notched collar. Pleats at each side-front of the skirt section are designed to lend becoming lines to the stout woman.

COLORS: Black, navy blue or chocolate brown, each with eggshell colored blouse section. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Exceptional value at our low price. . . .

Postage 14¢ extra. **\$8.95**



**TWO-PIECE
SUIT
IN
Three-Piece
Effect**

WOOL
TWEED
WITH
SILK
FLAT
CREPE
3 L 455
\$8.95



WEIGHTED
ALL-SILK
FLAT
CREPE
3 L 702
\$5.95

Chosen for Our Magazine "Ads"

3 L 702—Here is a Dress typical of the very charming styles and wonderful values we offer in this Style Book. In fact, we're so proud of this dress that we gave it a place of honor among our "Ads", which appear in many widely read women's magazines.

And it's only \$5.95—although it looks like it cost twice as much. It is fashioned of a fine quality, weighted All-Silk Flat Crepe along youthful, slenderizing lines that will please you immensely.

Please note the dainty effect that is supplied by the circular fagoting on the flared revers. The skirt is very smartly seamed and pleated at the front. A lace vestee, a shoulder flower and a novel buckle each contribute the final attractive touches.

This dress is provided in three dark colors and in all-white. The latter is especially recommended for officers and members of the Order of the Eastern Star, and other social organizations which require the wearing of all-white dresses. Provided in lengths and proportions to fit the short, average or tall stout woman.

COLORS: Navy blue, black or wine; also all-white. SIZES: 38 to 58 bust. Lengths 47 to 52 inches. Wide hem. Price, Postage 12¢ extra. **\$5.95**

Two-Piece Suit



MONOTONE
WOOL
TWEED
WITH
SILK
FLAT CREPE

3 L 456
\$10.95

COAT ONLY

3 L 457
\$5.95

3 L 456—Here is a smart Two-Piece Suit—a Coat and Dress Ensemble in a three-piece effect—featured in our “ads” in McCall’s and other women’s magazines. Soft Monotone Wool Tweed, mixed with a small percentage of silk, is used to make the unlined coat and the skirt section of the dress.

The blouse section, made of weighted all-silk flat crepe, has a youthful collar and button-trimmed jabot (see small view). The skirt section is pleated at the front. The slenderizing coat has attractive tucking on the revers and on the sleeves.

COLORS: Black, navy blue or chocolate brown, each with eggshell silk blouse section. **SIZES:** 38 to 58 bust. Dress length about 51 inches. Wide hem. Coat length about 47 inches. Our price for Dress and Coat, \$10.95

Postage 16¢ extra.

3 L 457—The Coat only. Our very low price, **\$5.95**

Postage 12¢ extra.

Flattering Revers—Pictured at Right

3 L 703—This Dress is featured in our “ads” in Delineator and other magazines, for it is more than qualified to represent our wonderful service to the woman of stout figure.

The fabric, too, is worthy of note, since it is very good quality, weighted All-Silk Flat Crepe. Transparent velvet appliques in matching color lend richness and charm to the flattering revers. Seams and pleats at front and back of skirt.

The sleeves are slightly puffed and have pointed, fitted cuffs. Crossed vestee of eggshell silk flat crepe. Dress is provided in correct lengths and proportions to fit all stout women.

COLORS: Black, navy blue, chocolate brown or eel gray (new fashionable dark gray). **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Our price, **\$7.95**

Postage 12¢ extra.

TRANSPARENT
VELVET
APPLIQUES

WEIGHTED
ALL-SILK
FLAT
CREPE

3 L 703
\$7.95



Look! the same
dresses we saw in
their Magazine Ads!



TRANSPARENT
VELVET

3 L 458
\$10.95

A Grand Value!

3 L 458—Because fine Transparent Velvet is important this season, this Dress is used in our “ads” in Ladies' Home Journal and other magazines. Marvelous value at \$10.95.

The dress is made of beautiful Transparent Velvet, an exquisite silk-backed material with an exceptionally rich-looking rayon pile. Its soft lustre is very flattering to the face.

You'll love the ties of beige silk georgette and velvet, as well as the beige lace vestee. The gracefully puffed sleeves are charming with their long and pointed cuffs. Skirt is slightly flared in front, as pictured. Rhinestone pin and belt buckle.

COLORS: Black, wine or chocolate brown. **SIZES:** 38 to 58 bust. Length is about 51 inches. Our very low price, **\$10.95**

Pos. 1¢



....why we lead
in **FASHION**
as well as in **FIT!**



*In your
Choice of
TWO
Materials*

ALL-WOOL FLANNEL 3 L 459 \$5.95	TWILL-BACK VELVETEEN 3 L 460 \$6.95
---	---

Well-Tailored Jacket

This smartly tailored Jacket is made in your choice of two serviceable materials—a fine and warm All-Wool Flannel, or superior quality of Twill-Back Velveteen.

It's tailored along the casual, simple lines which are usually associated with expensive sportswear. Note the notched collar with its double revers and the cuffs in tiered-effect. Patch pockets have stitched tabs.

You can wear this unlined Jacket with a separate skirt or with almost any dress.

SIZES: 38 to 58 bust. Length about 30 ins.

3 L 459—Of All-Wool Flannel. COLORS: Navy blue, chocolate brown or dark green. Our very low price, only.....

Postage 10¢ extra. **\$5.95**

3 L 460—Of Twill-Back Velveteen. COLORS:

Black or chocolate brown. Price

Postage 10¢ extra. **\$6.95**

Paris-Inspired Dress Featuring New Embroidery

3 L 461—"Embroidery plays a stellar part in Fall fashions," says Paris, sending us the inspiration for this new and charming Dress. It is made of a superior quality, weighted All-Silk Canton Crepe on lines that do wonders both in slenderizing and adding grace to the stout figure.

The trimming is the high spot of the Dress. It consists of an embroidered border of self-color, silk threads, interwoven with gold-color metallic threads around jabots and cuffs. This very stunning effect must really be seen to be fully appreciated.

The double jabot, falling in soft folds is very flattering to the woman who is large through the bust. Two decorative buttons with loops finish the neck. Seamed skirt is very becomingly flared at front.

COLORS: Black, navy blue or eel gray (a new, very smart dark gray), each with self-and-gold-color metallic embroidery.

SIZES: 38 to 58 bust. Length about 51 ins. Our very low price, only.....

Postage 12¢ extra. **\$12.95**



WEIGHTED
ALL-SILK
CANTON
CREPE

3 L 461
\$12.95

*The
NEW
Cascade
Jabot*



LIGHT-
WEIGHT
ALL-WOOL
CREPE
3 L 462
\$8.95

Dress Shown Above

3 L 462—One of the newest Woolens has been used to fashion this Dress, which we think excels in perfect fit and highly slenderizing qualities.

The material used is light-weight All-Wool Crepe in a smart Monotone effect. Very durable, soft and supple. Every stout woman who likes tailored clothes will be very pleased with this dress. It is an outstanding example of how artful, tailored simplicity can flatter the woman of large figure.

You'll love the adorably feminine "cascade" jabot which extends from V-neck to waist. Both jabot and cuffs are of dainty, harmonizing silk flat crepe—a clever touch to enliven the dark tone of the wool crepe. Round, ornamental buckle is smart.

Another point worthy of attention is the becoming raglan sleeve, which gives the stout woman a youthful and gracefully slim shoulder line.

The slightly curved seaming and a box-pleat at the skirt-front help to contribute a slenderizing effect.

COLORS: Navy blue or chocolate brown, each with eggshell trimming; or oxford gray with dove gray trimming. SIZES: 38 to 58 bust; about 51 inches long; wide hem.

Postage 14¢ extra. **\$8.95**



WEIGHTED
ALL-SILK
CREPE-
BACK
SATIN
3 L 463
\$10.95

Look Slimmer and Smarter

3 L 463—Above is a perfect example of what Lane Bryant's experience in making stout women look "slimmer and smarter" can accomplish for you! This Dress is unusually becoming and is a highly favored style for Winter.

We've made it of superior quality, lustrous, weighted All-Silk Crepe-Back Satin, along lines that are extremely becoming to the stout figure.

Two rows of fagoting and intricate looping, made of the dull side of the material, trim each of the graceful revers—supplying the open-work touch so much in demand this season.

Ecu Lace forms the vestee, which is trimmed with self-material piping. The point of the vestee is emphasized by a satin bow. Pleats at front and back of skirt add a semi-tailored effect that is really exceptionally charming.

You will like the unusual sleeves. They are fitted to the elbow and there supply a flange-effect that is very graceful in appearance. Self-material, covered buttons trim the fitted wrists and also the attractive vestee.

COLORS: Black or wine. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. We know you'll be pleased with this dress. Price.....

Postage 12¢ extra. **\$10.95**

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—39th St. at FIFTH AVE., NEW YORK

Outdoor-Indoor Outfits

Stunning suits with their coats –
Perfect frocks without them !

*For descriptions see
opposite page*



TWO-PIECE ENSEMBLE

ALL-WOOL
MONOTONE
CREPE
WITH
CREPE-BACK
SATIN

COAT and DRESS

3 L 464
\$16⁹⁵

COAT ONLY

3 L 465
\$8⁹⁵

DRESS ONLY

3 L 466
\$8⁹⁵



DETACHABLE
ASTRAKHAN
FUR FABRIC

3 L 471
\$10⁹⁵

TWO-PIECE ENSEMBLE IN Three-Piece Effect

WOOL-WITH-SILK
TWEED

3 L 467
\$12⁹⁵

SUPERIOR QUALITY
ALL-WOOL TWEED

3 L 468
\$16⁹⁵

EACH SUIT HAS
BLOUSE PORTION OF
WEIGHTED
ALL-SILK
FLAT CREPE



TWO-PIECE SUIT in Three-Piece EFFECT

FLECKED
WOOL TWEED
AND SILK
FLAT CREPE



TWO-PIECE ENSEMBLE

WEIGHTED
ALL-SILK
CREPE-
BACK
SATIN

3 L 472
\$12⁹⁵



HERE'S
how the
dresses
LOOK
without
their
coats



*Descriptions of the Suits
Pictured on the Opposite Page*

Full-length Coat and Dress

This Two-piece Ensemble consists of a full length Coat made of fine quality All-Wool Monotone Crepe, and a Dress of the same fine material, combined with a matching-color, weighted All-Silk Crepe-Back Satin. Either coat or dress may be bought separately.

The Coat is unlined; stitching on the collar and revers adds a smart touch. This Coat is practical too, since it can be successfully combined with many of your other outfits.

The Dress is shown in the small view. See how attractively the self-color satin—which forms the front and back yoke, upper part of the sleeves, the surplice collar and the pleated bow—contrasts with the wool crepe which forms balance of the dress and lower part of sleeves. Well-placed seams and a pleat in the back and the front lend fashion interest to the skirt. This dress is equally good looking and smart when worn without the coat.

COLORS: Navy blue, chocolate brown or black. **SIZES:** 38 to 58 bust. Length of coat and dress about 51 inches. Dress has wide hem. Send all your measurements.

3 L 464—Coat and Dress sold as Ensemble; Splendid value at our price. . . .

Postage 16¢ extra. **\$16.95**

3 L 465—Unlined Coat only. . . .

Postage 12¢ extra. **\$8.95**

3 L 466—Dress only. Our price. . . .

Postage 12¢ extra. **\$8.95**

Solid Color and Checked Tweed

We are proud to present this Two-piece Ensemble in three-piece effect. Includes a full-length Coat and a Dress, introducing one of the most original ideas of the season—a solid color-and-checked Tweed combination. Your choice of two fine qualities.

The well-tailored coat is of solid color tweed with the Johnny collar and the front facings of matching color checked tweed. It is cleverly seamed down the front and on the sleeves to lend slenderizing lines.

The skirt section of the dress is of checked tweed to match the coat trimming, and it is attractively pleated at the front. Eggshell, weighted All-Silk Flat Crepe fashions the blouse section. The jabot collar has pleated inserts of self-material. Sleeves have ties.

COLORS: Chocolate brown, navy blue or black, each with matching checked tweed. **SIZES:** 38 to 58 bust. Length of dress and coat about 51 inches. Dress has wide hem.

3 L 467—Of Wool-with-Silk Tweed; blouse section of silk flat crepe. . . .

Postage 16¢ extra. **\$12.95**

3 L 468—Superior quality All-Wool Tweed with blouse section of silk flat crepe. Our exceptionally low price. . . .

Postage 16¢ extra. **\$16.95**

Flecked Wool Tweed Suit

3 L 471—We've used Astrakhan Fur Fabric to trim this tailored, Two-piece Suit (in three-piece effect). A Jacket and a Dress for only \$10.95 . . . a truly amazing value!

The short, unlined jacket and the skirt section are of attractive Wool Tweed, mixed with silk in a new, silvery flecked effect. There is a self-material collar underneath the "Astrakhan" trimming so that you may remove the latter, which is merely basted on.

Seamed skirt section, with pleats at front and back. The blouse section of the dress is of weighted All-Silk Flat Crepe.

COLORS: Black or navy blue; each with gray fur fabric and a white blouse section; or chocolate brown with tan fur fabric and an eggshell blouse section. **SIZES:** 38 to 58 bust. Dress length about 51 inches; wide hem. Complete Suit for. . . .

Postage 16¢ extra. **\$10.95**

Crepe-Back Satin Ensemble

3 L 472—There's charm and up-to-the-minute style in this Two-piece Ensemble, consisting of a Dress and a Coat made of fine quality, weighted All-Silk Crepe-Back Satin.

Both the shiny side and the dull side of the material are united to effect a subtle contrast. The shiny side fashions the coat and dress, while dull side forms a becoming trimming—the soft bow and band at the V-neck of the dress and the cuffs of the dress and coat. There are pleats at front and at back of skirt. Smart ornament and buckle.

The woman of stout figure will like the Tuxedo-style coat with its white flower.

COLOR: Black only. **SIZES:** 38 to 58 bust. Dress length about 51 inches; wide hem. Coat length about 46 inches. Our very low price for Coat and Dress. . . .

Postage 14¢ extra. **\$12.95**

OUR
Five Ninety Five
STARS
shed a new light
on **VALUE**



3 L 704
WEIGHTED
ALL-SILK
FLAT
CREPE

Polka Dots

3 L 704—Here we offer our "star" example of how you can be your slimmer, smarter self at an unusually small cost.

This Dress is of fine quality weighted All-Silk Flat Crepe, in the ever-smart and popular polka dot pattern that is so flattering to the stout woman.

You'll also appreciate the wide revers which are edged with dainty, self-material looping. The vestee and the cuffs are bordered with white silk. Smart ornament at neck. The skirt is seamed and flared at the front in a becoming line.

COLORS: Navy blue, black, or chocolate brown, each with white polka dots. **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Price. . . .

Post. 12¢ extra. **\$5.95**

Organdie Frill

3 L 473—Another \$5.95 "star" . . . a shining example of value. This Dress, of fine, weighted All-Silk Crepe-Back Satin, is dressy enough even for most important daytime occasions.

A crisp touch is added by the embroidered, white organdie frill. And note how smartly it is caught at the point of V-neck by a button-trimmed tab, as pictured above.

The pointed cuffs lend grace to the slightly puffed sleeves. Smart, slenderizing lines are supplied by the seamed skirt, which is pleated at front.

COLORS: Black or chocolate brown, each with white organdie. **SIZES:** 38 to 58 bust. Length about 51 ins. Wide hem. . . .

Post. 12¢ extra. **\$5.95**



3 L 473
WEIGHTED
ALL-SILK
CREPE-
BACK
SATIN



Even the **LITTLE** *in our famous*

The Lane Bryant Super-Made Label means:

- Authentic fashion, interpreted in slenderizing lines.
- The choice of finest Paris and New York styles.
- Specialized sizes that mean a neater, better fit.
- Expert sewing and tailoring of distinction.
- Fine fabrics, chosen for beauty and wearing qualities.
- Each frock a guaranteed, dependable value.
- Nowhere can the larger woman find such superior quality dresses at such very low prices.

These dresses are now being sold in our Fifth Avenue, New York store, and also in our stores in Philadelphia, St. Louis, Baltimore, Brooklyn, Chicago and Detroit.



3 L 474
\$16⁹⁵

THREE-PIECE
SUIT
with SILK
SATIN
BLOUSE
3 L 475
\$19⁸⁵

TRANSPARENT VELVET ... fit for a Queen!

ONE of the most important Fall Fabrics is Transparent Velvet. These Super-Made dresses, the cream of the newest collections, are made of splendid quality, Transparent Velvet that is supple and lustrous, with back of silk—and a rich, deep pile of rayon. It's a regal fabric and does wonders for the figure, particularly when it is so skilfully designed.

Gracefully Draped Sleeves

3 L 474—There is nothing quite so rich and flattering as a Transparent Velvet Dress, and this beautiful one is exactly what you'll need for dozens of "dress" occasions during the Fall and Winter—parties, dances and other affairs.

The cape sleeve is a glorious fashion detail. Portions of the velvet pile are removed so that a brocaded effect is achieved in the design, which is beautifully printed in softly blended shades of gold. Notice the simplicity and fine fit of the panelled skirt, slightly flared all-around, and the smartly designed blouse. Glittering Rhinestone clip and matching buckle add a note of chic.

COLORS: Black or wine. SIZES: 38 to 58 bust measure. Length about 51 inches. Our price..... \$16.95

Postage 16¢ extra.

Smart Three-Piece Costume

3 L 475—This Super-Made Ensemble may be worn either as a three-piece suit or as a two-piece dress (see small view).

Skirt and jacket are of Transparent Velvet. The blouse is made of eggshell, weighted all-silk crepe-back satin, with neckline in chic, scalloped surplice effect. The skirt is designed with a slight flare in front, and is mounted on silk bodice top. This prevents bulk at waist and it provides a smooth, evenly hanging skirt. In the unlined jacket you will find the fine finishing details that characterize all of our fine quality apparel. Darts at the shoulder front insure graceful fit.

COLOR: Black transparent velvet, with eggshell satin blouse. SIZES: 38 to 58 bust measure. Length about 51 inches. Our very low price..... \$19.85

Postage 16¢ extra.

3 L 476
\$18⁹⁵

BROCADE
TRIMMING



3 L 477
\$8⁹⁵

TRANSPARENT VELVET Jacket

3 L 477—Exactly what you need—an unlined Jacket—to wear over your party frocks. You can combine it with any of your dresses and you will have an entirely new costume.

Made of a fine quality, Transparent Velvet. Revers and band at the waist are lined with silk crepe. Wide, bell sleeves are beautifully scalloped. Tiny tucks contribute smooth fit to the shoulders. Rhinestone buckle.

COLOR: Black only. SIZES: 38 to 58 bust measure. Our very low price..... \$8.95

Postage 12¢ extra.

Rich, Self-Color Trimming

3 L 476—A Super-Made Dress of deep pile, Lustrous Transparent Velvet. To the charm of this lovely fabric is added the sheer beauty of the new, self-color trimming—a brocade-effect that's worked out of the velvet. This forms a trimming on sleeves, panels at front of blouse section and the back of neck. (Please see small picture.) Dainty lace forms the vestee.

COLORS: Black, chocolate brown or wine. SIZES: 38 to 54 bust. Length about 51 inches. Price..... \$18.95

Postage 16¢ extra.

THINGS are SUPERIOR Super Makes!

Lane Bryant
NEW YORK
SUPER-MADE

RIPPLE
FINISH

EMBROIDERED
SLEEVES

WEIGHTED
ALL-SILK
CREPE-
BACK
SATIN

3 L 478
\$14.95

Fashion's Latest Triumph

3 L 478—Only in a Super-Made dress can you find such richness of fabric and splendid style details. We have made this Dress of superior, weighted All-Silk Crepe-Back Satin—with a ripple finish—using both the glossy and dull sides to give a contrast.

The blouse section, fashioned of the shiny surface, is joined by fagoting to the skirt section which employs the dull side of the attractive satin.

Fine workmanship and little "extra" details distinguish this frock. The belt ends in a wide flange, set off by tiny rows of self-color stitching. The buckle and sleeve buttons are fabric covered. Two Rhinestone clips.

COLORS: Black or chocolate brown. SIZES: 38 to 58 bust. Length about 51 inches. Price.....
Postage 12¢ extra. \$14.95

TWO-
PIECE
Swagger
Suit

WEIGHTED
ALL-SILK
SHEER
CREPE

3 L 481
\$16.95

ALL-SILK
FAILLE
3 L 479
\$16.95

A Popular Beauty

3 L 479—Faille, that favorite for beauty and long wear, is in high style this season. You will be delighted with the quality of this Super-Made Dress of All-Silk Faille. It has a lustrous, rich appearance and lends itself beautifully to slim, trim lines.

Chic, matching color open work embroidery and stitching are applied on the modified dolman sleeves, thus creating a very charming effect. The little jabot frill is lined with white metallic cloth to highlight the bolero effect at front. Groups of pleats at front and pleats at back add fullness and smart interest to the skirt.

COLORS: Black, chocolate brown or navy blue. SIZES: 38 to 54 bust measure. Length about 51 inches. Wide hem. Price.....
Postage 12¢ extra. \$16.95

A Coat—a Dress—a Suit—All-in-One

3 L 481—Weighted All-Silk Crepe—sheer but not too sheer—is the material chosen for this Two-piece Swagger Suit. This beautiful and popular fabric has plenty of body, yet is very soft and it wears wonderfully well.

Fagoting and self-fabric details trim the revers. Rows of partially stitched pleats at the front and a box-pleat at center back panel give fullness to the skirt. Long, loose coat is attractively designed with Tuxedo front.

COLORS: Black, navy blue or wine. SIZES: 38 to 58 bust. Dress length about 51 inches. Wide hem. Coat length about 45 inches.....
Postage 14¢ extra. \$16.95

Two-Piece
Suit
WEIGHTED
ALL-SILK
"SHEER"
CREPE
WITH
BROCADED
VELVET
3 L 480
\$22.50

Dress and Jacket

3 L 480—Smartness and beauty are combined in this Super-Made Two-piece Suit of weighted All-Silk "Sheer" Crepe with blouse section of matching color Brocaded Velvet. The finger-tip length jacket has neat three-quarter length sleeve that terminates in a group of tiny pleats, giving a smart view of the fitted cuff of blouse.

The brocaded velvet used for the blouse section with its softly draped cowl neckline also forms the flowing revers on the jacket. Small picture shows the back of the well-fitting blouse. The belt buckles at back and is attached in wide points at front.

COLORS: Black, chocolate brown or navy blue. SIZES: 38 to 54 bust measure. Length about 51 inches. Our very low price.....
Postage 14¢ extra. \$22.50

"Party" FROCKS

whose long lines
and lovely fabrics
make you look
Slim!

Two-Piece
Costume



WEIGHTED
ALL-SILK
GEORGETTE
CREPE

3 L 482
\$7.95

May be worn
with or
without
sleeves

WEIGHTED
ALL-SILK
GEORGETTE
CREPE
AND LACE

3 L 483
\$10.95

Two-Piece Costume

3 L 483—Weighted All-Silk Georgette Crepe and Embroidered Lace are combined in this unusually handsome double-duty, Two-piece Costume.

Equally attractive when worn with jacket or as a one-piece Dress without the jacket (see the small view).

Dress has lace yoke at front and back, joined to the georgette with embroidery. Matching lace trims the sleeves of the jacket. Matching slip of all-rayon crepe, attached to white silk georgette yoke, is included.

COLORS: Black or white. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price... **\$10.95**

Postage 12¢ extra.

Long Sleeves Included

3 L 482—This smart Frock of weighted All-Silk Georgette Crepe provides you with two dresses in one, for you can make a quick change, as occasion demands. May be worn without any sleeves, as well as with long sleeves, which are included (see small view).

The rippling capelet is smartly trimmed at front with fagoting. Beige lace forms the front yoke. Matching color slip of rayon-and-cotton crepe, attached to a yoke of beige color silk georgette, is included with this dress.

COLORS: Black, navy blue or wine. SIZES: 38 to 58 bust. Length about 51 inches. Price... **\$7.95**

Postage 12¢ extra.

"ANKLE LENGTHS"

whose longer
lines make
you look even
Slimmer

"TRIPLE
WEIGHT"
ALL-SILK
CHIFFON
AND NET



SILK SLIP
INCLUDED

3 L 484
\$12.95

Net Trimming

3 L 484—The Dress pictured above is a perfect example of elegance. It combines simplicity of line with very exquisite trimming details.

Made of "Triple Weight" All-Silk Chiffon and Net over a matching color slip of weighted all-silk flat crepe.

Dainty self-color net, introduced in the sleeves and in the yoke at front and back. Imparts a chic, youthful spirit to this frock. A self-material design is applied on the net. The paneled skirt is slightly flared.

COLORS: Black, chocolate brown, hyacinth blue. SIZES: 38 to 58 bust. Length about 55 inches. Our price for Dress and Slip... **\$12.95**

Postage 12¢ extra.

Metallic Cloth and Silk

3 L 485—Lovely, Metallic Cloth, the newest fashion note, makes a smart addition to this very clever Two-piece Costume of All-Silk Canton Crepe.

Notice the charm of the dress, as shown in small illustration at left. The Blouse section of Metallic Cloth is finished with a soft cowl neckline and lovely, dainty cap sleeves. The skirt is smartly flared all-around.

The jacket is expertly designed with raglan shoulders and fitted cuffs, accented with small, covered buttons.

COLOR: Black with white metallic cloth only. SIZES: 38 to 58 bust measure. Length is about 55 inches. Our very low price... **\$14.95**

Postage 12¢ extra.

Two-Piece
Costume
ALL-SILK
CANTON
CREPE
with METALLIC CLOTH

3 L 485
\$14.95

New! "DRESSIER" Afternoon
frocks that can go
most anywhere—
day or night!



SAND CREPE
WITH
BROCADED
VELVET

3 L 486
\$9.85

Sleeves of Brocaded Velvet

3 L 486—This beautiful Dress is fashioned of Sand Crepe (a lovely quality, all-rayon semi-sheer fabric with a faint, sand-like weave). The flattering sleeves are of luxurious Brocaded Velvet in matching color.

You will appreciate the freedom of the smart raglan sleeves, which have a way of making you appear your "slimmer self." The cuffs, too, with their two-way points produce a long and slenderizing line.

The skirt is full-cut, yet molded to the figure, acquiring its fullness through skilfully cut, flared panels. Observe the discreet pin at neck and the buttons on the cuffs.

COLORS: Black, chocolate brown or navy blue. SIZES: 38 to 58 bust measure. Length about 51 inches. Our price is only.....

Postage 12¢ extra. **\$9.85**

Send in all your measurements as requested on the order blank. We guarantee complete satisfaction.



Bolero
Effect

WEIGHTED
ALL-SILK
"SHEER"
CREPE

3 L 489
\$10.95

In the New
"Wrap-Around
Style"



WEIGHTED
ALL-SILK
CANTON
CREPE

3 L 487
\$10.95

New Wrap-Around Style

3 L 487—If you prefer conservative style with a dash of newness, you'll be delighted with this smartly made "Wrap-Around" Dress of weighted All-Silk Canton Crepe.

Lovely, white faille sets off the scalloped revers and the turn-back cuffs. This white edging is tacked on and may be removed.

The dress is designed in coat-style, with a belt which slips through a slit at the side and ties in back. You will like the easily adjustable waist. Note the smoothly fitted panel at front that terminates in a pleat at one side. The white flower on the lapel is a very youthful and stylish feature.

COLORS: Black or navy blue, each with white trimming. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Good value at our low price.....

Postage 12¢ extra. **\$10.95**

Fine Lace-Trimmed Dress in Bolero-Effect

3 L 489—This One-piece Dress with its Bolero Jacket-effect in front is decidedly youthful. Dainty beige lace that is very feminine and flattering trims the surplice neckline and also forms an interesting sleeve detail. Tiny covered buttons enhance the fitted cuffs.

Made of weighted All-Silk "Sheer" Crepe, a rich-appearing, long-wearing, semi-sheer fabric. Skirt is smartly designed with smooth front panel, pleated at bottom. There is also a wide box-pleat at back. The waistline is neatly defined by a self-fabric belt with a buckle. Women who are large through the bust will find the bolero-effect is very flattering.

COLORS: Black or navy blue, each with beige lace. SIZES: 38 to 58 bust measure. Length about 51 inches. Wide hem. A very fine dress value at this low price.....

Postage 12¢ extra. **\$10.95**

Lace Trimmed Georgette

3 L 488—Dainty beige lace appliques impart a soft, flattering touch to this Frock of lovely, weighted All-Silk Georgette Crepe.

The lines are decidedly up-to-the-minute in their execution, and are very successful in complimenting those who are not slender.

The sleeves, as you notice, are admirably designed. They are lace-trimmed and fasten with a band at the wrists. A softly draped jabot decorates the neckline. The wide sash, stitched to the blouse in front, continues as a belt which ties in the back. Matching color slip of all-rayon crepe, on a self-color yoke made of georgette, is included.

COLORS: Black, chocolate brown or navy blue, each with beige lace. SIZES: 38 to 58 bust measure. Length about 51 inches. Price for Dress and Slip.....

Postage 12¢ extra. **\$8.95**

WEIGHTED
ALL-SILK
GEORGETTE
CREPE
SLIP
INCLUDED

3 L 488
\$8.95

Easily Adjustable COAT-STYLE DRESSES

The Coat-Style Dress is indeed a triumph for the larger woman whose figure is hard to fit. You will find it readily adjustable because of the snaps at one side, which you may move to suit your own figure. It therefore requires no altering in order to insure smooth-fitting lines.



LIGHT-WEIGHT ALL-WOOL FRENCH-SPUN JERSEY

3 L 490
\$7.95



WOOL TWEED
3 L 705
\$6.95



STRIPED WOOL TWEED

3 L 491
\$7.95



SATIN TRIMMING

LIGHT-WEIGHT RABBIT-HAIR CLOTH

3 L 492
\$10.95

Flattering Scarf Collar

3 L 490—It's a great delight to find such a youthful Dress in larger women's sizes. Made of light-weight, All-Wool French-Spun Jersey. The coat-style is a design that fits trimly and flatters the stout woman. Three buttons at one side neatly trim the wrap-around closing. The skirt has set-in pleats at the front.

You will like the square neck and surplice closing. Jersey, in a tweed pattern, is the attractive material used to make the scarf and the pointed cuffs. Self-fabric appliques and button-trimmed tabs decorate the jaunty scarf, which falls in soft lines that are becoming to all those women who are not slender.

COLORS: Chocolate brown, navy blue or wine. SIZES: 38 to 58 bust measure. Length about 51 inches. Wide hem. Postage 14¢ extra. **\$7.95**

New Wool Tweed

3 L 705—The vogue for tweed reaches greater heights this Winter. Here's a Dress in a new material—a Wool Tweed mixed with silk, in a fine, broken checked design. Very smart.

This coat-style dress fastens smoothly at one side to give straight and slenderizing lines (see the small view). Note the generous pleats at the front of the skirt. The double revers with notched lapels are trimmed with fagoting, and provide the open-work touch that is so popular this season. The pointed cuffs carry out the tailored feeling. An attractive surplice vestee made of white silk flat crepe.

COLORS: Brown, navy blue or dark green, each in a broken checked design. SIZES: 38 to 58 bust. Lengths: 47 to 52 ins. Wide hem. A very good value for only. Postage 14¢ extra. **\$6.95**

Striped Wool Tweed Dress with Two-Way Neckline

3 L 491—Smartness and serviceability are two qualities that will endear this Dress to its wearer. It's made of striped Wool Tweed, mixed with silk. Notice how the very interesting, fine, white vertical stripes tend to give you a slender appearance by creating the illusion of height.

The straightline coat-style fits smoothly and provides flattering lines for the larger woman. Observe the interesting yoke-effect on the blouse section of this dress. You'll like the tailored, two-way neckline, which may be worn open, forming two becoming revers, or may be worn buttoned over to one side, high about the neck (as shown in the small illustration).

COLORS: Black, navy blue or chocolate brown, each with white stripes. SIZES: 38 to 58 bust measure. Length about 51 inches. Wide hem. A splendid value for only. Postage 14¢ extra. **\$7.95**

Beautifully Tailored

3 L 492—A good, light-weight wool dress—that's what so many stylish women demand, for they know that such a dress can be relied on for very long service. Here is the answer to their request—this Dress made of a lovely, light-weight All-Wool Fabric, very smartly mixed with Rabbits' Hair. Ideal for wear throughout the Fall and, of course, during the Winter.

Made in coat-style with an easily adjusted, wrap-around closing. The surplice collar, the shoulder bow and cuffs are made of self-color, silk crepe-back satin. White silk vestee.

The panelled-effect front, made with semi-stitched pleats at each side, will provide ample skirt fullness. It is a well-fitting dress, with set-in sleeves, darts at shoulders and neatly seamed panels. Very beautifully tailored.

COLORS: Chocolate brown, wine or navy blue. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Our very low price. Postage 14¢ extra. **\$10.95**

SIMPLER SLEEVES

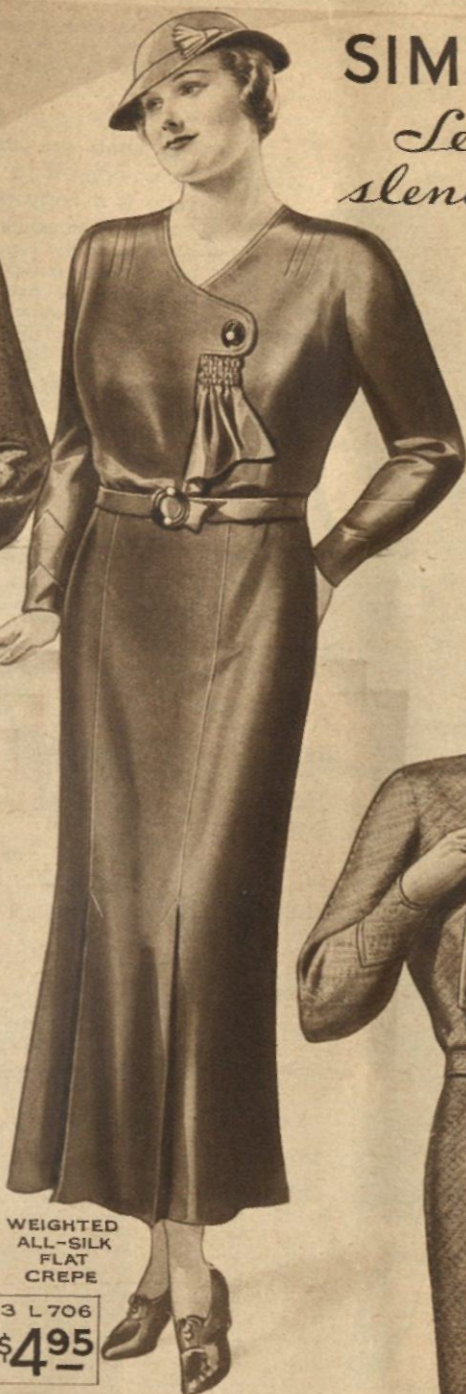
*Set a new
slenderizing pace!*



ALL-RAYON
BOUCLE

3 L 493

\$5.95



WEIGHTED
ALL-SILK
FLAT
CREPE

3 L 706

\$4.95



KNITTED
WOOL
ANGORA

4 L 525

\$5.95



Two-Piece
Suit

WEIGHTED
ALL-SILK
CANTON
CREPE

3 L 494

\$8.95

All-Rayon Bouclé

3 L 493—One of the very newest materials has been used for this Dress to make it outstanding in both style and value.

Fashioned of a nubby, Knitted All-Rayon Bouclé, so lightweight and supple that it falls in smart, soft revers. This material lends itself nicely to the seaming and pleats in the front of the skirt. The flattering, flared revers are trimmed with fagoting and a row of self-covered buttons.

The sleeves are slightly puffed above the fitted cuffs—a new fashion detail that is of great importance this Fall and Winter. All-around belt with buckle.

All in all, you will find this dress is exceptionally smart and attractive for only \$5.95—and you will enjoy wearing it.

COLORS: Navy blue, chocolate brown or wine. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Price... \$5.95

Postage 14¢ extra.

Please state all measurements as requested on Order Blank.

Flattering Shirred Jabot

3 L 706—And here is another example of how you can be your slimmer, smarter self at a very small cost. This Dress of fine quality, weighted All-Silk Flat Crepe is a wonderful "buy" at only \$4.95.

Every detail is smart and becoming. Notice the tailored, set-in sleeves and the pointed double-cuff effect. The blouse section, with its daintily shirred jabot and button-trimmed tab, is very flattering.

COLORS: Black, navy blue, chocolate brown or wine. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our low price... \$4.95

Postage 12¢ extra.

At Right—With Velveteen Trimming

4 L 525—Lovely, warm, Knitted Wool-faced Angora, backed with cotton to insure longer wear, fashions this charming Dress. You'll love this new material for its softness and for the subdued pattern.

The wide, tailored revers and the seamed skirt do kind things for your figure. The skirt is pleated at side-front. Smart touches are supplied by the slightly puffed sleeves and by the matching color buttons, buckle and the bow of velveteen.

COLORS: Navy blue, chocolate brown or wine. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Our exceptionally low price is only... \$5.95

Postage 14¢ extra.

Both of these dresses are provided in correct lengths and proportions to fit all stout women.

Youthful Two-Piece Suit

3 L 494—A well-planned wardrobe should include at least one smart Two-piece Suit like this. The one we offer here consists of a Jacket and Dress, both fashioned of weighted All-Silk Canton Crepe in a very fine quality. This suit is a fine value.

The very flattering, straight-line Jacket is distinguished by novel sleeves, which are wider at the wrists and daintily notched. And notice the smart tie collar and the becoming white flower at the shoulder.

The dress is artfully seamed throughout the blouse and skirt sections to produce highly slenderizing lines. The neckline (see small view) which ends in a bow, the Lace at the neck, and the short sleeves are all youthful touches that you will appreciate. There are pleats at front and back of the skirt to contribute additional fullness.

COLORS: Black or navy blue. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Our low price... \$8.95

Postage 12¢ extra.

MISSSES' DRESSES

TWO pages of new, youthful fashions that are infinitely flattering—all of them offered in YOUR right SIZE! And each is a copy of an original Paris design.

Each is an adaptation of a recently introduced style, skilfully reproporioned to fit the woman who wants youthful styles but who cannot wear regular misses' sizes. Each dress is slightly larger at the bust, waist and hips and we have allowed a little more "ease" in the armholes and sleeves—to achieve a better and more comfortable fit.

Just because you are not slender, you need not deny yourself the great pleasure you will have in wearing these very fashionable Misses' Styles.



Detachable
Collar
and Cuffs

New
Metallic
Print
Trimming

WEIGHTED
ALL-SILK
CANTON
CREPE

3 L 21
\$10.95



WEIGHTED
ALL-SILK
CREPE-BACK
SATIN

3 L 22
\$7.95

"Angel Skin" Trimming

3 L 21—Here's a Dress that's sure to appeal to youthful Stout Women. Fashioned of a beautiful quality, Weighted All-Silk Canton Crepe, along straight lines that are very cleverly calculated to lend height and slenderness to your figure.

A note of luxury is supplied by the new material which fashions the collar and cuffs—white "angel skin" smartly printed with gilt metallic dots. Collar is draped in flattering jabot style and neatly fastened by a decorative pin. Gauntlet-effect cuffs. Both collar and cuffs are detachable. Inverted tucks at the shoulder to contribute perfect fit.

You'll like the way the adroitly seamed skirt slenderizes the hips and adds grace to the figure. The pleats in the front and back lend a smart, semi-tailored look.

COLORS: Black or navy blue, each with a metallic-dotted white trimming. **Misses-Plus Sizes:** 16+ to 28+ (36 to 48 bust). Length is about 50 inches. Wide hem. Our very low price. **\$10.95**

Postage 12¢ extra. **These Dresses are also provided in women's sizes, 38 to 50 bust measure.**

Decidedly Becoming

3 L 22—We have rarely seen a Dress with as many good points as this one, and feel sure that you will be thoroughly delighted with it. The material is exceptionally good quality for this low price—very soft and lustrous, weighted All-Silk Crepe-Back Satin. It is designed along lines which are decidedly becoming to youthful figures inclined to be stout.

The jabot collar and pointed cuffs are fashioned of the reverse, dull side of the material, and are printed with gilt metallic scatter dots. You'll appreciate the jabot collar, which falls in soft lines so becoming to the stout figure. The collar is bow-trimmed.

The ingenious seaming of the skirt is arranged to give straight, slim lines. Pleated at the front. All-around belt of self-material.

COLORS: Chocolate brown or black. **Misses-plus sizes:** 16+ to 30+ (36 to 50 bust). Length about 50 inches. Wide hem. Our very low price is only. **\$7.95**

Postage 12¢ extra.

Exceptional Tailoring

3 L 23—This chic Two-piece Suit, in three-piece effect, consists of a well-tailored Jacket and Dress. It's designed with superb skill in order to fit and flatter the youthful stout woman. Exceptional value, too.

Fine All-Wool Crepe—a soft and supple quality which is ordinarily associated with higher priced suits—forms unlined jacket and skirt section of the dress. Eggshell color, weighted all-silk flat crepe fashions the blouse section. You will like its graceful neckline, which features a button-trimmed bow (see small view). The dress has an all-around belt with a buckle, as pictured.

Low-placed pleats in the front and back of the skirt create very becoming and slenderizing lines. A finishing touch is supplied by the tucked design on the revers.

COLORS: Black, navy blue or chocolate brown, each with eggshell blouse section. **Misses-plus sizes:** 16+ to 30+ (36 to 50 bust). Length about 50 ins. Wide hem. Our very low price. **\$10.95**

Postage 14¢ extra.

Two-Piece
Suit
ALL-WOOL
CREPE
WITH
SILK
FLAT CREPE



3 L 23
\$10.95

in EVERYTHING *but* SIZE

Now you may enjoy new fashions which are misses' in style, misses' in spirit, but are **YOURS IN SIZE**. All of our Misses-plus Sizes correspond to bust measurements, as follows:

Size	Bust	Size	Bust
16+	36	24+	44
18+	38	26+	46
20+	40	28+	48
22+	42	30+	50



ALL-RAYON
"TRAVEL-
PRINT"

3 L 24

\$5.95

Neatly Printed

3 L 24—You will always know you are well dressed in this attractive Dress made of All-Rayon Canton Crepe in a "Travel Print" design. It is neat and in good taste. You will discover that this type of medium-sized, moderately spaced print is very slenderizing.

Notice the way in which the blouse section is designed, with its rippled revers and tiny bow placed just above the waistline. There is a vestee made of very dainty lace and self-material. Shoulders are darted for trim fit.

The sleeves are a perfect complement to the simply tailored silhouette. The skirt achieves fullness by means of a partly stitched panel that terminates in generous pleats at the front.

COLORS: Black, navy blue or wine, each with white print. Misses-plus sizes 16+ to 30+ (36 to 50 bust). A length of about 50 inches. Wide hem. Our very low price.

Postage 12¢ extra. **\$5.95**



FRENCH SPUN
ALL-WOOL
JERSEY

3 L 27

\$5.95



WEIGHTED
ALL-SILK
FLAT
CREPE

3 L 25

\$6.95

Fur-Trimmed Scarf

3 L 25—A smart, new alliance—Fur with silk—is introduced here in a gloriously trimmed Dress made of weighted All-Silk Flat Crepe. The soft and glossy, Genuine Coney Fur (resembling mink tails) and neat Rhinestone pin which decorate the scarf add a final touch of chic.

What tailored simplicity in this dress! Neat set-in sleeves . . . Cuffs smartly shaped . . . Blouse section with V-yoke at front. Skirt has pleats at both back and front.

COLORS: Black, navy blue or wine, each trimmed with brown fur tails. Misses-plus sizes, 16+ to 30+ (36 to 50 bust measure). Length about 50 inches. Wide hem. Fine value at our very low price.

Postage 12¢ extra. **\$6.95**

Tailored Chic

3 L 26—Styles come and go but the vogue for lovely tweeds seems never to end. When you see this smart, light-in-weight, All-Wool Flocked Tweed Dress, you will agree with us that it is very flattering.

The becoming, slender, tailored silhouette has an unmistakable air of youth. Notice the double revers and the flower smartly placed on the left lapel. Attractive, tailored pleats are introduced at front and back of the skirt to give fullness and supply interesting lines.

COLORS: Brown, Oxford gray or navy blue, each with light flecks. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 ins. Wide hem. Price.

Postage 14¢ extra. **\$7.95**

Interesting Scarf Collar with Buckle Trimming

3 L 27—This fine, French Spun All-Wool Jersey Dress is the sort you'll practically live in, for it is so smart and wearable. The two-tone color combination is becoming, and the tailored one-piece styling is flattering.

The pleasing new neckline in criss-cross scarf-effect is trimmed with a buckle. Among the many nice details which individualize this frock are the neat cuffs and the slide buckle on belt. The belt is held in place by self-material loops. Partially stitched pleats at the front and back of skirt.

COLORS: Black with white, chocolate brown with tan, or bottle green with lighter green. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length is about 50 inches. Wide hem. Our unusually low price, only.

Postage 14¢ extra. **\$5.95**

only
\$5.95
each

FINE VALUES - EVERY DRESS IS Worth MUCH More!



LIGHT-WEIGHT
ALL-WOOL
FRENCH SPUN
JERSEY

3 L 707
\$5.95



ALL-SILK
FOULARD

3 L 495
\$5.95



ALL-RAYON
JACQUARD
FLAT
CREPE

3 L 708
\$5.95



Two-Piece
Suit

FLECKED
RAYON
AND
COTTON
TWEED

4 L 240
\$5.95



All-Silk Foulard in a Smart Print

3 L 495—See how little it costs to be your slimmer self! This chic Dress of Printed All-Silk Foulard is designed along unusually flattering lines, and it's yours for \$5.95. The very slenderizing, pleated revers are finished with bow of the self-material. White silk flat crepe fastens the surplice vestee. Straight seams and slight, graceful flare contribute interest to the front portion of the skirt.

COLORS: Navy blue or black, each with a white print. SIZES: 38 to 58 bust measure. Length about 51 inches. A bargain at our exceptionally low price. . . . Postage 12¢ extra. **\$5.95**

Serviceable Dress for Winter

3 L 707—Just think of it—only \$5.95 for a Dress made of light-weight, French Spun All-Wool Jersey—and it's the same fine, warm quality material that is found in much higher-priced dresses. A real find for the stout woman who wants a serviceable dress for Winter.

Please note the touch furnished by the soft jabot. The V-neck is accented by seaming and by two buttons and buttonholes. Trimly tailored skirt—seamed in straight, slenderizing lines—is smartly pleated in front to lend your figure an illusion of height. Has attractive, stitched cuffs. Dress is provided in correct lengths and proportions to fit the woman of average, short or tall stout figure.

COLORS: Navy blue, wine or chocolate brown. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. A bargain at our exceptionally low price. . . . Postage 12¢ extra. **\$5.95**

Jacquard Flat Crepe

3 L 708—Here's an amazing value for only \$5.95! This slenderizing Dress is fashioned of a stunning new material that you will love—it's smart, All-Rayon Flat Crepe with a self-color, satiny Jacquard pattern in a quaint leaf design.

To make it more attractive we have finished the wide revers with a row of fagoting and two smart buttons. The slenderizing surplice line of the neck is emphasized by the crossed vestee, which is made of lace. The skirt is pleated and seamed in the front to contribute long, becoming, straight lines.

This dress is provided in the correct lengths and the correct proportions to fit the woman of average, short or tall stout figure.

COLORS: Black, navy blue or chocolate brown. SIZES: 38 to 58 bust measure. Lengths: 47 to 52 inches. Wide hem. . . . Postage 12¢ extra. **\$5.95**

Two-Piece Jacket Suit

4 L 240—Jacket Suits are all the rage this Winter and here is a highly becoming one. Two-piece—it consists of a simple, tailored Jacket and a full-cut Dress.

Of Rayon-and-Cotton Tweed, an attractive fabric with self-color, corded stripes and with tiny white flecks. The reverse side of the material forms the trimming and also bow at the surplice neck. This slenderizing line is smartly repeated in the crossed vestee, which is of white silk flat crepe. There are pleats at side of skirt.

The Jacket, which has a smart Tuxedo front, is exceptionally becoming to the stout woman. It is neatly tucked at shoulders.

COLORS: Black, navy blue or chocolate brown, each with white flecks. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our very low price. . . . Postage 12¢ extra. **\$5.95**

Your Choice of
these THREE Dresses

\$3⁹⁸

...and look at
their smart
new lines!



FLECKED
RAYON
AND
COTTON
TWEED
4 L 526
\$3⁹⁸

Corded Tweed

4 L 526—Tweed scores a hit again in this dress of flecked Rayon-and-Cotton with very faint, corded stripe in self-color.

The reverse side of material is used for the wide, pleated revers and cuffs. A nice fullness in the skirt is produced by semi-stitched pleats in front. This Dress comes in lengths and proportions to fit all stout women.

COLORS: Black, wine, or navy blue, each with white flecks. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our price... **\$3.98**

Post. 10¢.

Knitted Tweed

4 L 241—This value you won't be able to equal anywhere. This Dress is made of two-tone Knitted Cotton Tweed that looks very much like wool. The blouse section is trimmed with fine quality, white silk flat crepe. You'll find that the one-sided revers is very flattering. And notice, please, the nicely fitted sleeve, and the very becoming skirt with its inverted pleats in the front.

COLORS: Black, navy blue or wine, each with a white mixture. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. A fine frock... **\$3.98**

Postage 10¢ extra.

New Fabric at the Right

4 L 527—A Dress of Rayon-and-Cotton Sand Crepe (new, heavy-sheer material with a sand-like weave and a corded vertical stripe) will be flattering to your figure. White plique forms vestee. The revers at one side of blouse, balanced by a group of pleats at opposite side of skirt, is definitely slenderizing in effect.

COLORS: Black, navy blue or chocolate brown. SIZES: 38 to 58 bust mens. Lengths: 47 to 52 ins. Wide hem. Our unusually low price... **\$3.98**

Postage 10¢ extra.

KNITTED
COTTON
TWEED
4 L 241
\$3⁹⁸

Silk Trimmed

New
Corded
RAYON
AND
COTTON
SAND CREPE

4 L 527
\$3⁹⁸

Your Choice
\$4⁹⁵



Two-Piece Suits

RAYON AND COTTON CREPE 4 L 242 \$4 ⁹⁵	RAYON AND COTTON TWEED 4 L 243 \$4 ⁹⁵
---	---



Dress and
Swagger
Coat

Attractive Jacket Ensemble

4 L 242—This attractive Two-piece Suit, consisting of a Dress and Jacket, is made of Printed Rayon-and-Cotton Crepe. Looks well as an ensemble; dress is also smart when worn separately.

Sleeves and revers on dress are nicely finished. Jacket, in tuxedo style, transforms dress into a jaunty suit.

COLORS: Navy blue with white-and-red print; navy blue with white-and-green print; or chocolate brown with eggshell-and-gold print. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Our low price... **\$4.95**

Post. 10¢ ext.

RAYON rides into new prominence this Fall. You will realize why when you see how charmingly it is used for these Dresses.

Whether ALL Rayon, or Rayon mixed with Cotton, you will thoroughly enjoy both choosing and wearing these low-priced dresses.

Smart women everywhere recognize the superiority of Rayon—which is used so generally in much more expensive dresses. It is as soft and as lovely as silk; it wears like iron; and it tailors beautifully.

ALL-RAYON
CANTON
CREPE
3 L 709
\$4⁹⁵

Swagger in Tweed

4 L 243—Here is a new, Two-piece Outfit made of Rayon-and-Cotton Woven Tweed, which features a becoming two-tone effect. Coat, in swagger length, may be worn with the Dress or with your other frocks.

Dress is nicely designed, with set-in sleeves and a pointed lapel collar that's accented by a bow.

COLORS: Navy blue or black, each with silvery tweed mixture. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our low price... **\$4.95**

Post. 10¢ ext.

All-Rayon Crepe

3 L 709—This Frock of All-Rayon Canton Crepe gives you a "dress-up" costume at modest cost. It's designed in becoming, "soft" lines and trimmed with a lace vestee and a jabot. Has interesting new sleeves, tucks at the shoulders, and a carefully designed neckline.

Provided in the correct lengths and proportions to fit all stout women.

COLORS: Navy blue, black or chocolate brown. SIZES: 38 to 58 bust mens. Lengths: 47 to 52 inches. Our price... **\$4.95**

Post. 10¢ ext.

**HIGH in Fashion
-but LOW in Price**

RAYON
AND
COTTON
WOVEN
TWEED

5 L 371
\$2.98

"WOOLLY"
PRINTED
CHALLIS

5 L 367
\$2.98

"WOOLLY"
SHEPHERD
CHECK
5 L 368

\$1.98

SHADOW-
STRIPE
MOHAIR

5 L 370
\$2.98

Genuine Mohair, with Shadow Stripe

5 L 370—Tailored Dress of Shadow-Striped Genuine Mohair. Every detail skilfully placed to make you look slimmer. You'll appreciate the novel pointed revers in slenderizing surplice style and also the button-trimmed, eggshell rayon vestee. The sleeves are trimly tailored and comfortable. Pleats in the front skirt allow ample fullness. Actually worth nearly double our price.

COLORS: Navy blue, dark brown or black. SIZES: 38 to 58 bust. Length about 51 inches. Price...
Postage 10¢ extra. **\$2.98**

Dress of New Woven Tweed

5 L 371—And here is another very smart version of the new Rayon-and-Cotton Woven Tweed that is so popular this season. Slenderizing lines are created by the well-cut sleeves, and fashionable revers notched at one side and edged all-around with matching all-rayon crepe. The trimly tailored skirt section of Dress is pleated in front. Jaunty rayon bow trims left shoulder.

COLORS: Navy blue or black, each with a silvery mixture. SIZES: 38 to 58 bust. Length about 51 inches. Price...
Postage 10¢ extra. **\$2.98**

Style Pictured at the Right

5 L 372—Chic Dress of fine quality, fast-color, Lustrous Cotton Sateen. Becoming lines are formed by the cleverly cut skirt which is slightly flared in front. The pointed double revers are piped in contrasting color at each section. Turned-back cuffs are edged to match. Surplice vestee is made of lace.

COLORS: Black with green trimming; navy blue with Copenhagen blue trimming. SIZES: 38 to 58 bust. Length about 51 inches. A very good value at our unusually low price. Price...
Postage 8¢ extra. **\$1.98**

SATEEN

5 L 372
\$1.98

Printed Challis

5 L 367—Pictured above is a favorite style for this coming Fall and Winter season. We have made this Dress of the new, Fast-color Cotton Challis. Light-weight, yet warm and serviceable; it looks like wool and is prettily printed in a stripe and snowflake design.

The simple skirt lines and the long sleeves with turned-back cuffs lend a distinctive, tailored air. Double jabot falls from a smart button-trimmed center panel and enhances the slenderizing effect. White piqué collar.

COLORS: Navy blue, cocoa brown or wine, each with eggshell print. SIZES: 38 to 58 bust. Length about 51 inches. Price...
Postage 10¢ extra. **\$2.98**

Shepherd Check

5 L 368—If you are not slender, you will surely appreciate the lines of this Dress, featuring a very attractive, Fast-color woven Cotton Shepherd Check that resembles wool.

A charming and becoming finish is achieved by the tucked white piqué collar. The belt is drawn through tailored, button-trimmed tabs at waist and ties smartly at the back. Pleats at front of the skirt, as pictured.

COLORS: Black-and-white checks, wine-and-white checks, or navy blue-and-white checks. SIZES: 38 to 58 bust mean. Length about 51 inches. Our low price. Price...
Postage 8¢ extra. **\$1.98**

Pictured at the Left

5 L 369—You will surely look your slimmest in this Dress of Fast-color Printed Cotton Broadcloth, for its lines have been cleverly designed just to flatter your figure.

Details of special interest are: the wide, becoming revers; the surplice neckline edged with white cotton broadcloth; and attractive skirt, pleated in the front. Has short set-in sleeves. All-around sash ties at side.

COLORS: Navy blue, Copenhagen blue or green, each with white print. SIZES: 38 to 58 bust. Length about 51 inches. Good value at our exceptionally low price. Price...
Postage 8¢ extra. **\$1.98**

PRINTED
BROADCLOTH

5 L 369
\$1.98

Fast-Color
PRINTED
PERCALE \$1.00
each



5 L 385
\$1.00



5 L 386
\$1.00



5 L 387
\$1.00

Here are Three Dresses which have been especially proportioned in sizes that fit the stout figure comfortably. All are made of Printed Percale which is guaranteed to be fast-color. Each is an excellent value for only \$1.00.

Smartly Striped Percale

5 L 385—You'll get lots of wear out of this Dress, which is of Fast-color, Striped Percale. Pleats in the front skirt. Surplice line of the neck is trimmed with a neat white bow.

COLORS: Navy blue, black or green stripes, each on white ground. SIZES: 38 to 58 bust. Length is about 51 inches. Price...

Postage 6¢ extra. **\$1.00**

Neatly Dotted Pattern

5 L 386—Polka dots are smart and becoming, especially when in an all-over pattern as in this Dress of Fast-color Printed Percale. The V-neck has turned-back revers and a trim bow.

COLORS: Navy blue, black, Copenhagen blue or green, each with white dots. SIZES: 38 to 58 bust. About 51 inches long. Price...

Postage 6¢ extra. **\$1.00**

Dainty Flowered Pattern

5 L 387—Dress of Fast-color Printed Percale. White frilling edges button-trimmed center panel, and white binding outlines the lapels.

COLORS: Copenhagen blue, lavender, green or navy blue, each with white print. SIZES: 38 to 58 bust. Length about 51 ins. Price...

Postage 6¢ extra. **\$1.00**

3 SLIP-OVER APRONS for \$1.00

FAST-COLOR

5 L 50—Well-designed Aprons in three patterns. You may have ANY THREE for only \$1.00. They're all guaranteed fast-color. SIZES: 36 to 58 bust measure. Length is about 41 inches.

Apron A: Printed Percale in Copenhagen blue, green, lavender or rose, each with white. Apron B: Checked Gingham in black-and-white, Copenhagen blue-and-white or lavender-and-white. Apron C: Flowered Percale; navy or black, each with white-and-rust print.

Special Offer: ANY THREE Aprons for only \$1.00 Postage 8¢ extra.



5 L 50



GINGHAM
5 L 388
\$1.29

Checked Gingham—Above

5 L 388—The stout woman will like the becoming lines of this Fast-color Checked Gingham Dress. The skirt is pleated at front. Blouse section with slenderizing surplice-effect is button-trimmed. Novel insert and bow of plaid gingham at one side. Short sleeves. Launderers beautifully.

COLORS: Navy blue-and-white checks, black-and-white checks or green-and-white checks. SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price...

Postage 8¢ extra. **\$1.29**

With Long or Short Sleeves

A trimly tailored Uniform designed especially for the stout woman. Made of good quality, fast-color Cotton Broadcloth. It buttons to the waist. A choice of long or short sleeves. You will find the two patch pockets very convenient.

COLORS: All-white; also Copenhagen blue or lavender, each with white collar and cuffs. SIZES: 38 to 58 bust meas. Length about 51 inches.

5 L 383—With short sleeves. 5 L 384—With long sleeves. **\$1.89**

Postage 8¢ extra on each.



5 L 384
\$1.89

BROADCLOTH
Choice of
LONG
OR
SHORT
SLEEVES

SHRUNK UNDER THE
SANFORIZED
PROCESS REG. U.S. PAT. OFF.

Guaranteed NOT to SHRINK

EVERY woman knows that most cotton dresses have a tendency to shrink when washed—some only a little, others a great deal.

But perhaps you do not realize that cottons can be pre-shrunk—and whenever this is done by the Sanforized process you may be sure it is well done—that ALL of the annoyance of shrinking has been completely and finally eliminated.

In the dresses shown on this page every yard of fabric has been Sanforized-shrunk—a definitely tested process—so there is no need for you to buy them a size larger than you really require, no need for you to let out seams or hems after washing, and there is no worry whatever as to shrinkage.

These dresses are, furthermore, guaranteed fast-color. Thus you may know that the ones you choose will be just as fresh, just as attractive and just as well-fitting, even after long, hard wear and oft-repeated tubbing. They're smartly styled and very attractively priced, too—which completes the picture of their amazing value.



PRINT
CLOTH
5 L 373
\$1.98

BROADCLOTH
5 L 374
\$1.98

Splendid Value

5 L 373—Wash dresses are as important in Winter as in Summer, for you always need them for wear at home.

Here is a Dress made of the finest quality of Fast-color Cotton Print Cloth in a slenderizing pattern. Tub it as much as you like; it's Sanforized and will never shrink. The ruffle-trimmed surplice revers and collar are outlined with piping. Sleeves trimmed to match. Button-trimmed skirt with smart pleats at the front.

COLORS: Navy blue or Copenhagen blue or green, each with white print. SIZES: 38 to 58 bust. Length about 51 inches. Price... Postage 8¢ ext. **\$1.98**

Smartly Tucked

5 L 374—If you want to be thrifty and smartly dressed, too, don't miss this very unusual Dress value.

Dress is made of fast-color Cotton Broadcloth and is Sanforized, which means it will never shrink. The wide, slenderizing revers and the surplice-effect are trimmed with tucked self-material. You'll like the smart skirt which is cut diagonally in front with a slight flare for freedom. The short sleeves have turned-back cuffs.

COLORS: Copenhagen blue, lavender or green. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price, only... Postage 8¢ ext. **\$1.98**

Flecked Woven Suiting—at Right

5 L 376—Paris originated this lovely Dress, and we have adapted it to fit the stout figure. It is fashioned of a Sanforized-Shrunk, Woven Cotton Suiting in an attractive, flecked design, and looks remarkably like some of the new woolsens.

The simple, wide revers and the neck are edged with crisp white piqué. Sleeve has a stitched-on cuff. Every detail is exceptionally flattering—even to the skirt with its smart and slenderizing, tailored lines. Guaranteed Fast-color.

COLORS: Black, navy blue or cocoa brown, each with light flecks. SIZES: 38 to 58 bust. Length is about 51 inches. Very good value at our unusually low price... Postage 10¢ extra. **\$2.98**



WOVEN
SUITING
5 L 376
\$2.98

PRINTED
BROADCLOTH
5 L 375
\$2.98



BROADCLOTH
Choice of
LONG
OR
SHORT
SLEEVES
\$1.98
each

5 L 94
SHORT
SLEEVES

Long or Short Sleeves

An ideal uniform for dietitians, nurses, teachers, waitresses and maids—as well as for business wear and for general home wear.

In Sanforized, Fast-color Cotton Broadcloth; especially designed to fit the stout woman, and cut full to permit plenty of freedom for activity. The front opening is very attractively finished with seams and points. Removable link buttons. In choice of long or short sleeves.

COLORS: All-white; also Copenhagen blue or lavender, each with white collar and cuffs. SIZES: 38 to 58 bust. Length about 51 inches.

5 L 95—With long sleeves. Our low price is only... Postage 8¢ extra. **\$1.98**

5 L 94—With short sleeves (see small view). Price... Postage 8¢ extra. **\$1.98**

With Crossed Vestee

5 L 375—You will get lots of wear out of this Dress of fine quality, Sanforized-Shrunk, Printed Cotton Broadcloth. Guaranteed fast-color.

Slenderness is achieved by the novel pattern of the material, as well as by the wide revers and white broadcloth surplice vestee. White piping trims the revers and cuffs. Sash belt ties neatly at the side.

COLORS: Copenhagen blue, green or rose, each with white print and trimming. SIZES: 38 to 58 bust. About 51 inches long... Postage 10¢ extra. **\$2.98**



NAINSOOK
SHADOW-PROOF HEM
12 L 850
98¢
BROADCLOTH
12 L 858
\$1.29
NON-CLING
PONGETTE
12 L 621
\$1.39

This neatly finished extra size Costume Slip comes in your choice of three serviceable, good quality materials. A built-up top with drawstring at the neck. Folds at sides allow fullness, and yet they will maintain smooth lines.

SIZES: 36 to 58 bust. Length about 48 inches.

12 L 850—Of White Nainsook with 16-inch self-material, shadow-proof hem. **98¢**

Postage 6¢ extra. 12 L 858—Made of excellent quality, Cotton Broadcloth. In white. **\$1.29**

Postage 6¢ extra. 12 L 621—Non-Cling Cotton Pongette. Colors: Nile green, navy blue, tan, tea-rose or white. Price... **\$1.39**

WHITE, FLESH-PINK OR BLACK PETTICOAT



RAYON
FLAT
CREPE
12 L 3
\$1.00
WEIGHTED
ALL-SILK
FLAT
CREPE
12 L 6
\$1.98

Extra-size Petticoat with elastic at back of waist and band at front. Colors: White, flesh-pink or black.

Rayon-and-Cotton
Flat Crepe

12 L 3—50-inch hip. 31 ins. long. **\$1.00**

12 L 4—56-inch hip. 32 ins. long. **\$1.00**

12 L 5—66-inch hip. 33 ins. long. **\$1.00**

Postage 4¢ extra.

Weighted All-Silk
Flat Crepe

12 L 6—50-inch hip. 31 ins. long. **\$1.98**

12 L 7—56-inch hip. 32 ins. long. **\$1.98**

12 L 8—66-inch hip. 33 ins. long. **\$1.98**

Postage 4¢ extra.

Knitted Petticoat in three qualities. It fits snugly around hips and has moderately full skirt with contrasting stripes. Shell-stitched edges. COLORS: Medium gray; tan. 33 ins. long.

Of Heavy-Weight
Knitted Cotton
12 L 704—With 50-in. hip. Our low price... **98¢**

Post. 5¢ extra. 12 L 705—With 56-in. hip. Our low price... **98¢**

Post. 5¢ extra. **Of 20% Wool, Mixed**
With Fine Cotton

12 L 709—With 50 inches hip... **\$1.39**

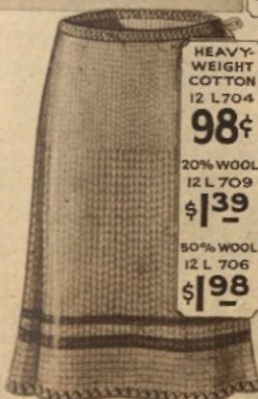
Postage 5¢ extra. 12 L 710—With 56 inches hip... **\$1.39**

Postage 5¢ extra. **Of 50% Wool, Mixed**
With Fine Cotton

12 L 706—With 50 inches hip... **\$1.98**

Postage 5¢ extra. 12 L 707—With 56 inches hip... **\$1.98**

Postage 5¢ extra.



HEAVY-WEIGHT
COTTON
12 L 704
98¢
20% WOOL
12 L 709
\$1.39
50% WOOL
12 L 706
\$1.98

WARM KNITTED COSTUME SLIPS

Each in two Qualities



LIGHT-WEIGHT
COTTON
12 L 601
89¢
HEAVY-WEIGHT
COTTON
12 L 602
\$1.49

20% WOOL
12 L 604
\$1.98
50% WOOL
12 L 703
\$2.79

ALL-WOOL
WORSTED
12 L 500
\$3.69
ALL-WOOL
WORSTED
AND RAYON
12 L 506
\$3.98

Smooth Form-Fitting Slips That Will Not Bind or Look Bulky

This warm Princess Slip is of good quality, Knitted Cotton. Built-up shoulders. Well-fitting; won't bind or ever appear bulky. Fine values.

SIZES: 38 to 52 bust measure. Length 48 inches. Two weights.

12 L 601—Of light-weight Cotton. COLORS: Medium gray, tan or cream-white, each with contrasting stripe. Our low price... **89¢**

Postage 6¢ extra. 12 L 602—Of heavy-weight Cotton. COLORS: Oxford gray or tan, each with contrasting stripe; or all-black. Our very low price... **\$1.49**

Postage 6¢ extra.

Warm, heavy-weight, trim-fitting part-Wool Princess Slip knit in fine elastic-rib stitch. Shell-stitched at the lower edge. Built-up top.

SIZES: 38 to 52 bust. 48 inches long. Provided in two weights.

12 L 604—20% Wool mixed with good quality Cotton. Medium gray or tan, each with contrasting stripes; or all cream-white. **\$1.98**

Postage 8¢ extra. 12 L 703—50% Wool mixed with fine Cotton. Medium gray, pink or tan, each with contrasting stripes. Our very low price... **\$2.79**

Postage 8¢ extra.

Beautiful, Wool Princess Slip, knit in your choice of two excellent qualities, both priced very low. Built-up shoulders. Drawstring at the neck for easy adjustment, and shell-stitching at the bottom.

SIZES: 38 to 52 bust. 48 ins. long. 12 L 500—All-Wool Worsted. Tan or medium gray with a contrasting stripe; all cream-white. **\$3.69**

Postage 8¢ extra. 12 L 506—Of All-Wool Worsted-and-Rayon. COLORS: Tan, oxford gray or rose, each with contrasting stripe. Our low price... **\$3.98**

Postage 8¢ extra.

Extra-Size JERSEY PANTALETTES



COTTON
JERSEY
12 L 127
\$1.00

Serviceable

These extra-size Pantalettes made of fine quality Cotton Jersey are cut full and roomy, yet they never look bulky.

Elastic at waist. Two rows of elastic at the knees. With a reinforced crotch to insure long wear and perfect comfort.

Colors: Tan, navy blue, flesh-pink or black. Sizes below.

12 L 127—50 inches hip. 31 inches long. Price... **\$1.00**

Post. 5¢. 12 L 128—56 inches hip. 32 inches long. Price... **\$1.00**

Post. 5¢. 12 L 129—66 inches hip. 34 inches long. Price... **\$1.00**

Post. 5¢.



17 L 2
59¢

BRASSIERE

17 L 2—This durable Cambric Brassiere is designed for all stout women who want firm bust support. Pretty, embroidered yoke; braid trimming. Invisible front closing. In extra-sizes. Wears and washes very well.

COLOR: White only. SIZES: 36 to 58 bust meas. Our very low price is only... **59¢**

Postage 2¢ extra.



Sanitary Belt of Broche, a sturdy Rayon-striped Cotton fabric. Elastic webbing at sides. Will not slip. Safety pins included. Flesh-pink. SIZES: 26 to 50 waist. 52 L 49—Good quality Broche and cotton elastic. **39¢**

Postage 2¢ extra. 52 L 64—Of superior quality Broche; rayon elastic. **59¢**

Postage 2¢ extra.



SANITARY BELT
ELASTIC WEBBING AND BROCHE
52 L 49
39¢
52 L 64
59¢



2 PAIRS FOR
25¢

STRONG ELASTIC GARTERS
17 L 101—Adjustable Garters of sturdy Rayon-and-Cotton Elastic with ribbon over tabs. Metal slides; rubber tips. COLORS: Flesh-pink or peach. SIZE: 9 inches long. **2 pairs for 25¢**

Postage 2¢ extra.

Costume Slips in EXTRA-SIZES for STOUT WOMEN



NON-CLING
PONGETTE
12 L 12
\$1.39
RAYON
FLAT
CREPE
12 L 13
\$1.79

SHADOW-
PROOF



Bias Cut
Slips

RAYON
FLAT
CREPE
12 L 15
\$1.98
FRENCH
CREPE
12 L 16
\$2.89
"PURE-DYE"
ALL-SILK
FLAT
CREPE
12 L 17
\$3.79

IMPORTED
LACE

Made of
Crown
Tested
Quality
Pure Dye
CHANDU CREPE

EMBROIDERED
DULL-
CREPE
12 L 14
\$2.59



RAYON
FLAT
CREPE
12 L 794
\$1.79
FRENCH
CREPE
12 L 870
\$2.89

FLARED
SLIP

Pictured Above

This cleverly designed Slip is especially suitable for all women with extra-large hips. Roomy but never bulky. Back of skirt is cleverly doubled over in wrap-around style to make it shadow-proof while allowing skirt freedom (see small view). A pleat at each side maintains smooth lines over hips. Semi-built-up top is well-fitted. In two serviceable materials.

12 L 12—Made of Non-Cling Cotton Pongette. COLORS: Black, navy blue or flesh-pink. SIZES: 36 to 58 bust. Length 48 ins. . . . \$1.39

Postage 6¢ extra.
12 L 13—Silky, Rayon-and-Cotton Flat Crepe. COLORS: Black, white, navy blue or tea-rose. SIZES: 36 to 58 bust. Length about 48 inches. Our very low price. . . . \$1.79

Three Materials

Popular, extra-size Costume Slip, made up in your choice of three good quality, serviceable materials. Folds at the sides maintain smooth lines over the hips. Has a semi-built-up top. SIZES: 36 to 58 bust measure. Length about 48 inches.

12 L 933—Of serviceable Sateen. COLORS: Navy blue; black; white; flesh-pink. Our price. . . . \$1.98

Postage 6¢ extra.
12 L 941—Of silky All-Rayon Flat Crepe. COLORS: Navy blue, black, tea-rose or white. . . . \$1.98

Postage 6¢ extra.
12 L 942—Of a beautiful quality of weighted All-Silk Flat Crepe. COLORS: Tea-rose, black or white. Our very low price. . . . \$2.98

SATEEN
12 L 933
98¢
ALL-RAYON
FLAT
CREPE
12 L 941
\$1.98

WEIGHTED
ALL-SILK
FLAT
CREPE
12 L 942
\$2.98

Imported Lace Trimming

These Costume Slips for stout women are bias-cut to fit perfectly. Luxurious in every detail. . . beautiful Imported Lace at top and hem adds a luxurious touch. . . . shoulder straps are adjustable. . . . popular semi-built-up top. SIZES: 36 to 58 bust measure. Length about 48 inches.

12 L 15—Of Silky Rayon-and-Cotton Flat Crepe. COLORS: Flesh-pink or white. Our very low price is only. . . . \$1.98

Postage 6¢ extra.
12 L 16—Lovely French Crepe (a silky, All-Rayon flat crepe). COLORS: Tea-rose or white. Our low price. . . . \$2.89

Postage 6¢ extra.
12 L 17—Pure-Dye, All-Silk Flat Crepe in an exceptionally fine, tested quality. COLORS: Tea-rose; white. . . . \$3.79

Pure-Dye Chandu Crepe

12 L 14—Dainty as it is practical, this Costume Slip for stout women is made of Pure-Dye Chandu Crepe, a dull-finished, All-Rayon fabric as lovely as silk. It wears and launders beautifully.

You can buy this slip with the fullest confidence, for Chandu Crepe has been subjected to rigid tests for all consumer wearing qualities at the laboratories of the Better Fabrics Testing Bureau.

Each slip of Chandu Crepe bears the "Crown Tested Quality" insignia—the authentic grade-mark of pre-tested rayons.

Semi-built-up top trimmed with dainty appliques and embroidery. Bias-cut for smooth fit; adjustable straps. COLORS: Tea-rose, white, navy blue or flesh-pink. SIZES: 36 to 58 bust measure. Length about 48 inches. Our low price. . . . \$2.59

Postage 6¢ extra.

RAYON
JERSEY
12 L 773
\$1.98
"PURE-DYE"
ALL-SILK
FLAT
CREPE
12 L 964
\$3.79

SHADOW-
PROOF
HEM

Pictured Above

A very beautifully flared, extra-size Costume Slip made in your choice of two well-wearing materials, each at a low price.

Slip is skillfully shaped and expertly fitted to produce slender lines. Flared inserts at either side give it a graceful fullness highly to be desired with many of the newest dresses. Upper part fits well without binding. Built-up top; drawstring.

12 L 794—Made of good, silky Rayon-and-Cotton Flat Crepe. COLORS: Tan, flesh-pink, navy blue, black or white. SIZES: 36 to 58 bust. Length about 48 inches. Price. . . . \$1.79

Postage 6¢ extra.
12 L 870—Of French Crepe (a fine all-rayon flat crepe; looks and feels like silk). COLORS: Black; orchid; also tea-rose. SIZES: 36 to 58 bust. Length about 48 inches. Our very low price is only. . . . \$2.89

Postage 6¢ extra.

Smooth-Fitting

You'll like this well-fitting, comfortable, extra-size Costume Slip. It comes in two lovely, well-wearing materials.

Has built-up, tailored top. A 16-inch shadow-proof hem of self-material. Folds at sides.

12 L 773—Fine quality Rayon Jersey. COLORS: Black, navy blue or flesh-pink. SIZES: 36 to 58 bust. Length is about 48 inches. Price. . . . \$1.98

Postage 6¢ extra.
12 L 964—Of beautiful quality Pure-Dye, All-Silk Flat Crepe. COLORS: Black, navy blue or tea-rose. SIZES: 36 to 58 bust. Length about 48 inches. Fine value. Our price. . . . \$3.79

Postage 6¢ extra.

SMOOTH LINES Achieved by CLEVER DESIGNING



RAYON
FLAT
CREPE
12 L 910
\$1.69
WASHABLE
ALL-RAYON
SATIN
12 L 965
\$1.98

NAINSOOK
12 L 915
79¢
NON-CLING
PONGETTE
12 L 708
\$1.00
WASHABLE
ALL-RAYON
SATIN
12 L 966
\$1.79

RAYON
FLAT
CREPE
12 L 118
\$1.98
FRENCH
CREPE
12 L 119
\$2.89
PURE-DYE
ALL-SILK
FLAT
CREPE
12 L 20
\$3.79

SHADOW-
PROOF

NAINSOOK
12 L 947
\$1.00
ALL-RAYON
FLAT
CREPE
12 L 948
\$1.98

Pictured Above

Well-made, extra-size Costume Slip in two lovely fabrics. Has the popular built-up top; drawstring. Folds at sides for room and for smooth hip-lines.
SIZES: 36 to 58 bust. Length about 48 inches.
12 L 910—Of silky Rayon-and-Cotton Flat Crepe. COLORS: Navy blue, Nile green, flesh-pink, black or white.
Post. 6¢ ext. **\$1.69**
12 L 965—Of a washable, All-Rayon Satin—a very lovely material that looks and feels just like silk. COLORS: Black, white, flesh-pink or navy blue. Our price... **\$1.98**
Post. 6¢ ext.

At the Right

12 L 822—Here's a value you shouldn't miss—this extra-size Costume Slip of good quality, durable, Lustrous Sateen for only \$1.00! Will launder very well. Folds at each side allow extra fullness over hips yet maintain smooth lines. Built-up, tailored top has a drawstring for perfect adjustment.
COLORS: Navy blue; tan; black; flesh-pink; white. SIZES: 36 to 58 bust. A length of about 48 inches. Our price... **\$1.00**
Post. 6¢ ext.

LUSTROUS
SATEEN
12 L 822
\$1.00

Bias Cut IMPORTED LACE

Three Fabrics

This inexpensive, extra-size Costume Slip may be had in your choice of three serviceable materials. Made with bodice top. Drawstring at neck. Folds at the sides allow freedom in the skirt, and supply smooth lines over the hips. This slip will launder and wear very well.
SIZES: 36 to 58 bust measure. Length is about 48 inches. See colors below.
12 L 915—Of White Nainsook with a 6-inch hem of self-material. Our price... **79¢**
Postage 6¢ extra.
12 L 708—Of Genuine, Non-Cling Cotton Pongette. White, black, flesh-pink or tan. Our exceptionally low price... **\$1.00**
Postage 6¢ extra.
12 L 966—Of long-wearing, washable All-Rayon Satin—as lovely as silk. COLORS: White, tea-rose or black. **\$1.79**
Postage 6¢ extra.

Imported Lace Applique

Bias-cut Slip with smooth-fitting lines. Popular built-up top with lovely imported lace applique. Has a drawstring at neck-line for perfect adjustment. Will launder and wear unusually well. In a choice of three beautiful materials. Length about 48 ins.
12 L 18—Fashioned of very good quality, silky Rayon-and-Cotton Flat Crepe. COLORS: White, flesh-pink or orchid. SIZES: 36 to 58 bust. Our very low price... **\$1.98**
Postage 6¢ extra.
12 L 19—Of French Crepe, a long-wearing All-Rayon Flat Crepe. COLORS: Tea-rose or white. SIZES: 36 to 58 bust. **\$2.89**
Postage 6¢ extra.
12 L 20—Of a beautiful quality, Pure-Dye All-Silk Flat Crepe. COLORS: Tea-rose or white. SIZES: 36 to 58 bust. **\$3.79**
Postage 6¢ extra.

RAYON
TUSSAH
SHADOW-
PROOF
HEM
12 L 339
\$1.79
WEIGHTED
ALL-SILK
FLAT
CREPE
12 L 946
\$2.98

Wrap-Around

A clever Slip created by a famous French designer. It's especially suitable for women with extra-large hips. The skirt is doubled over in wrap-around style so that it is shadow-proof, and yet at the same time contributes unlimited skirt freedom. A built-up top with drawstring. Folds at sides maintain smooth lines.
SIZES: 36 to 58 bust measure. Length about 48 ins. Two fabrics.
12 L 947—Made of durable, White Nainsook. Our price... **\$1.00**
Postage 6¢ extra.
12 L 948—All-Rayon Flat Crepe—a silky material. COLORS: White; tea-rose; navy blue. Our unusually low price is only... **\$1.98**
Postage 6¢ extra.

Pictured at Left

Well-made, extra-size Costume Slip. Comes in choice of two well-wearing materials. Very skilfully cut to give smooth lines. Hemstitching at popular built-up top and armholes. It has folds at the sides to allow needed fullness over the hips without bulkiness. A drawstring at the neck for adjustment.
SIZES: 36 to 58 bust measure. Length about 48 ins. Colors below.
12 L 339—Very good quality Rayon-and-Cotton Tussah. 16-inch hem of self-material is shadow-proof. COLORS: Navy blue, black, white, tan or tea-rose. **\$1.79**
Postage 6¢ extra.
12 L 946—Fine quality, weighted All-silk Flat Crepe. COLORS: Black, flesh-pink or white. **\$2.98**
Postage 6¢ extra.

For Tired Aching Feet

SCIENTIFIC arch-support is really essential for all stout women. Lack of arch-support is the direct cause of tired, aching feet and in many cases, backache and other discomforts. If your shoes are not correctly designed, you walk with difficulty and tire quickly.

STOUT-ARCH Shoes offer the utmost in dependability and quality. They are manufactured in our own shoe factories and the leathers and other materials are of superior quality throughout.

For comfort, for the complete healthful support which your feet require, wear and enjoy our STOUT-ARCH Shoes.

Lane Bryant STOUT-ARCH

Your Feet Require ARCH-SUPPORT

LANE BRYANT STOUT-ARCH SHOES are designed expressly for stout women, and are famous for their lasting comfort and scientifically correct arch-support. They are made of all-leather throughout and are designed on chic lines.

Hundreds of thousands of well-dressed stout women have found that Lane Bryant STOUT-ARCH shoes bring new comfort, new foot-health and lasting satisfaction.

Reinforced Steel-Arch Support



Stout women's feet require scientifically correct arch-support. STOUT-ARCH Shoes provide such support. Each shoe includes:

A light-in-weight, strong, reinforced steel arch-support imbedded between the inner sole and outer sole of shoe.

Extra-Long Inner Counter



An extra-long inner counter of all-leather which supports inner side of the arch and holds the foot in very comfortable position.

Ample room through the ball of the foot to allow normal freedom and comfort for all of the muscles of your feet.

Choice
of these
SIX STYLES

\$5.00
PAIR

Pictured at Left

Smartness and comfort meet in this dainty Kid-and-Suede STOUT-ARCH Shoe. In choice of either Black or Brown. The vamp is of Kid; the quarter and heel of matching-color Suede. Saddle, collar and cut-outs are of fine matching Calf. Cuban, suede-covered wooden heel.

All our STOUT-ARCH features have been included to insure complete comfort. Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 450—Black Kid and Suede. Per pair... **\$5.00**

16 L 451—Brown Kid and Suede. Per pair... **\$5.00**

Post. 14¢ ext.

Pictured Below

Stitching and reptile-effect leather give an expensive look to these STOUT-ARCH Shoes. Choice of Black Kid or Patent Leather. Popular three-eyelid Tie in smart, low-cut pattern. Matching reptile-effect leather saddle and trimming. Cuban heel is made of all-leather.

Every detail is scientifically planned to promote foot-health without sacrifice of beauty. All STOUT-ARCH features are included. Genuine Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 452—Black Kid. Per pair... **\$5.00**

16 L 453—Of Patent Leather. Per pair... **\$5.00**

Post. 14¢.

BLACK SUEDE
OR
BROWN SUEDE

CALF
TRIMMING

BLACK KID
OR
BROWN KID

Suede and Calf, the ever-smart combination, unite again to make this distinctive Oxford. Black or Brown Suede; with tip and foxing of matching, perforated Calf. All STOUT-ARCH features included. Goodyear welt construction.

All-leather military heel with a rubber top-lift. This heel is a comfortable height and exceedingly popular for walking. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 448—Black Suede with black calf. Our low price, per pair... **\$5.00**

16 L 449—Brown Suede with brown calf. Our low price, per pair... **\$5.00**

Postage 14¢ extra per pair.

BROWN KID
OR
BLACK KID

BLACK SUEDE
OR BROWN SUEDE



GRAY
SUEDE

This STOUT-ARCH Oxford was designed especially for the stout woman who needs a maximum of foot support. In addition to all our special STOUT-ARCH features, this six-eyelid shoe is built up high to encase the foot firmly.

Brown or Black Kid. Matching reptile-effect leather fashions the eyelid stay, the tongue and perforated underlays at sides. Neat perforations at the quarter and vamp. All-leather military heels with rubber top-lifts keep the body in perfect balance. Genuine Goodyear welt construction.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Colors below.

16 L 446—Brown Kid with matching underlay... **\$5.00**

16 L 447—Black Kid with matching underlay... **\$5.00**

Post. 14¢ ext. per pair.

Suede Shoes like these make up a necessary part of every woman's Winter wardrobe. They always look "dressy," and lend an air of smartness to every costume. These STOUT-ARCH Shoes have our famous features that offer perfect support and comfort. Choice of Black, Brown or Dark Gray Suede with an appliqué of matching leather for trimming. Center buckle.

Trimmed with dainty cut-outs and underlaid perforations. Suede-covered, wooden Cuban heel. Goodyear welt sole.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 458—Black Suede with black patent trim... **\$5.00**

16 L 459—Brown Suede with brown patent trim... **\$5.00**

16 L 460—Dark Gray Suede with gray kid trim... **\$5.00**

Postage 14¢ extra on each pair.

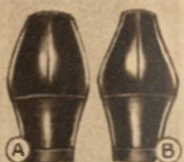
BLACK KID

BLACK
PATENT
LEATHER

REINFORCED STEEL ARCH-SUPPORTS and Extra-long Counters are ESSENTIAL STOUT-ARCH FEATURES

SHOES...for Style and Comfort

Narrow Heel Fitting



A narrow fitting heel that keeps the foot from slipping and thus makes every shoe fit comfortably without "gaping" at the back or at the sides. It also saves your stockings and makes your shoes appear much neater and smarter.

At left: (A), Any ordinary heel; (B) our own snug-fitting, smart, STOUT-ARCH heel.

Famous GOODYEAR Welt Construction



Our Goodyear Welt Shoes have no exposed stitching to burn your feet.

Note here how stitching is exposed on the inside of ordinary shoes.

Except in a few "Turn" shoes (with a use all their own) the sole of absolutely every Lane Bryant STOUT-ARCH Shoe is of genuine Goodyear welt construction.

This means a shoe that always holds its shape and can't burn your feet, because it's cleverly made without any exposed stitching. Soles like these may be repaired easily. See illustrations at the left.

How to Order SHOES

If you have a Lane Bryant shoe, merely tell us the code size that is stamped inside near center of inner sole; this stamping looks like this—

SIZE
146

If you have never worn a Lane Bryant shoe, please follow these simple instructions:

1. Tell us your correct size and width.
2. Or, if you do NOT know your correct size and width, send us with your order a copy of ALL of the numbers and letters appearing within any shoe that fits your foot comfortably.
3. When ordering high shoes tell us the exact measurement around your leg at place where the top of shoe would come (about seven inches upward from the inside of shoe, or from floor when standing on floor in your stocking-feet).

BLACK KID
OR
BROWN KID

BLACK KID
OR
BROWN KID



Above is a smart STOUT-ARCH Oxford that comes in Black or in Brown Kid. Trimmed with scalloped band of self-color Kid over quarter and vamp. Triangular-shaped perforations.

Stout women will be grateful for the firm support that this Shoe affords. It has all our noted STOUT-ARCH features including sturdy Goodyear welt construction, and an all-leather military heel with rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 408—Black Kid. Price, pair. **\$5.00**
16 L 409—Brown Kid. Price, pair. **\$5.00**

Postage 14¢ extra on each pair.

This graceful STOUT-ARCH Colonial Pump, made of good quality Black or Brown Kid, has underlays of matching reptile-effect leather. Graceful lines are formed by the perforations which trim the vamp and the quarter.

All our famous STOUT-ARCH features are included for comfort. Genuine Goodyear welt construction for longer wear. An all-leather military heel with a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 486—Black Kid. Price, pair. **\$5.00**
16 L 487—Brown Kid. Price, pair. **\$5.00**

Postage 14¢ extra on each pair.

Shown at Right

You'll be well-shod in these attractive, new STOUT-ARCH Shoes. Choose them in either Black or Brown Kid (a pliable quality). Center-buckle.

Harmonizing, lizard-effect leather inlays form trimming. Neatly perforated. All-leather military heel; rubber top-lift. All our STOUT-ARCH features including Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 456—Of Black Kid... **\$5.00**
16 L 457—Of Brown Kid... **\$5.00**

Postage 14¢ per pair.

BLACK KID

BLACK KID



MEDIUM LOW HEELS



MILITARY HEELS

High Shoes to Support Weak Ankles and Arches

These High-Lace Shoes of fine Black Kid are designed to give you healthful arch-support and comfort. You may choose them with either all-leather medium low heels or all-leather military heels, each with rubber top-lifts attached. In two top-widths—wide top or an extra-wide top. All STOUT-ARCH features are included. Goodyear welt construction. Especially recommended for the support of weak ankles and arches, and also for reducing excess flesh around the ankles.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Please state around-the-leg measurement as requested on this page.

Shoes with Medium Low Heels (see large view)

16 L 177—With wide top. Our low price, per pair **\$5.00** Post. 16¢ ext.
16 L 178—Extra-wide at top and ankle. Per pair **\$5.00** Post. 16¢ ext.

Shoes with Military Heels (see small view)

16 L 562—With wide top. Our low price, per pair **\$5.00** Post. 16¢ ext.
16 L 563—Extra-wide at top and ankle. Per pair **\$5.00** Post. 16¢ ext.

Medium Low or Military Heels

An exceptionally fine walking Oxford fashioned of good quality Black Kid. It comes with either medium low or military heels.

All STOUT-ARCH features are included for comfort and scientifically correct arch-support. A Goodyear welt sole. All-leather heel with rubber top-lift.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Please be sure to consult "How to Order" instructions at the top of this page.

16 L 555—With Medium Low heel, Pair. **\$5.00** Post. 14¢ ext.

16 L 556—With Military heels, Pair. **\$5.00** Post. 14¢ ext.

Lower Right: Two Leathers

Rich, Black Suede, cleverly high-lighted with the patent leather appliqué on quarter, is used for this Oxford. It may be had also in Black Kid trimmed with dull black calf (see small view). Perforations and harmonizing stitching at sides.

All-leather military heels with rubber top-lifts. All our famous STOUT-ARCH features offer you healthful support and real comfort. Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 454—Black Suede with Patent Leather. **\$5.00** Postage 14¢ ext.

16 L 455—Of Black Kid with Black Calf. **\$5.00** Postage 14¢ ext.



BLACK KID

BLACK KID
OR
BROWN KID



BLACK SUEDE

Our Finest Quality STOUT-ARCH SHOES

FINER leathers and better workmanship... exclusive new styles... perfect support and fit—three characteristics of expensive, made-to-order shoes, yet they are ALL found in our better STOUT-ARCH SHOES, which are shown on this page.

If you are above average in weight, you need these shoes. They have all our well-known STOUT-ARCH features, which are described on pages 48 and 49, including a Goodyear welt sole—plus ultra-fine materials and very skilful construction.

Every STOUT-ARCH Shoe is an exclusive model; it's designed especially for Lane Bryant.

BROWN SUEDE
BLACK SUEDE
GRAY SUEDE

BLACK SNAKE
OR BLACK KID

CHOICE OF FIVE STYLES
\$6.00
A PAIR

Each in
BLACK KID
OR
BROWN KID

with ORTHOPEDIC HEELS

← **THIS** full-fitting, round toe Oxford shown here is recommended to women who need roominess at the ball of the foot and extra support at front of the heel. Please see also our Vita-Mode Boot No. 16L590 on opposite page.

BLACK
KID
\$6.00

This famous orthopedic heel is used on the Oxford shown at left. Note the extension on this heel.

This Oxford Provides Strong Support

16 L 594—This Oxford of finest quality Black Kid, shown in picture above, has our famous medium low, orthopedic heel of leather which extends under the arch to support the scaphoid bone, adjoining the keystone of the longitudinal arch. With STOUT-ARCH features, it contributes the strongest possible arch-support. Heel has a rubber top-lift. Genuine Goodyear welt sole. See "How to Order."

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Postage 14¢ extra. **\$6.00**

For a boot made with this same orthopedic heel, please look at Vita-mode style 16L590 on page 51 of this Style Book.

(A) We thought so well of this graceful Suede Oxford that we had it made in the three foremost colors for Fall—Brown, Black and Dark Gray. Perforations in a geometric design across the vamp and the quarter add an expensive touch. Suede-covered, wooden military heel. Three-eyel style. All our STOUT-ARCH features are incorporated to make it as comfortable to wear as it is good to look at. A Shoe of Goodyear welt construction. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 461—In Brown Suede. Price...
16 L 462—In Black Suede. Price... **\$6.00**
16 L 463—In Dark Gray Suede. Price...

(B) Imagine being able to get Genuine Watersnake in a STOUT-ARCH Shoe for only \$6.00! The same style may also be had in a fine quality Kid (see small view). Underlays at side are lizard-effect leather. Cuban heel of wood covered to match shoe. STOUT-ARCH features. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 466—Genuine Black Watersnake (patent leather strap and trim).
16 L 467—In Black Kid (strap and trim of dull black calf). Pair... **\$6.00**

(C) Stunning STOUT-ARCH Oxford that will appeal to smart women. Very fine quality Black or Brown Kid, with inserts of matching color suede at the sides. For women who have sensitive feet, as it has no seams across the vamp or elsewhere to irritate sensitive joints. All our STOUT-ARCH features that do so much in promoting foot-health are included. Military heels of all-leather with rubber top-lifts keep the body in perfect balance. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 501—Black Kid with suede...
16 L 502—Brown Kid with suede... **\$6.00**

(D) Slim lines, superior workmanship and fine leather all help in making this STOUT-ARCH Four-eyel Oxford an exceptionally good value. Of finest quality Kid in either Black or Brown, with underlays at sides of matching reptile-effect leather. Neatly perforated around underlays and quarter. All-leather Cuban heel, Goodyear welt construction for serviceability. Special STOUT-ARCH features supply comfort and foot-health. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 464—Fine quality Black Kid...
16 L 465—Fine quality Brown Kid... **\$6.00**

Postage 14¢ extra on each pair.

FINEST QUALITY RUBBERS



BLACK
OR
BROWN

\$1.98

Strap Closing

Light-weight Galoshes made of finest quality Gum Rubber with snug, one-strap fastening. They are lined inside. The cuff may be turned up for extra protection. Very serviceable indeed.

SIZES: 4 to 11. Order the same size and the same width as the shoe you usually wear.

16 L 813—Of Brown Rubber. Pair...
16 L 814—Of Black Rubber. Pair... **\$1.98**
Postage 12¢ extra on each pair.



BLACK
OR
BROWN

\$2.59

Slide Fastener

Smart, form-fitting, light-weight Galoshes of finest Gum Rubber with turn-down tops. Slide fastener at front is concealed. Lined throughout. Reinforced at inside heel. SIZES: 4 to 11. Order the same size and width as the shoe you wear.

16 L 811—Of Brown Rubber. Pair...
16 L 812—Of Black Rubber. Pair... **\$2.59**
Postage 12¢ extra on each pair.



98¢
A PAIR

Choice of Two Styles

Best quality Black Rubbers made with a durable lining. Two models—low-cut or storm style. SIZES: 4 to 11. Order same size and width as the shoes you usually wear.

Low Cut Rubbers

16 L 831—For military heels...
16 L 833—For medium low heels...
16 L 835—For Cuban or Louis heels. Our low price, per pair... **98¢**
Postage 10¢ extra per pair.

Storm Rubbers

16 L 832—For military heels...
16 L 834—For medium low heels...
16 L 836—For Cuban or Louis heels. Our low price, per pair... **98¢**
Postage 10¢ extra per pair.

Vita-Mode

The MODERN COMFORT SHOE

Your
CHOICE

SIX
Styles

\$7.50
PAIR

VITA-MODE shoes have the new VITARCH feature that is pictured below.



NOW ALL stout women may enjoy the comfort of our famous VITA-MODE Shoes which have all our Stout-Arch features (described on pages 48 and 49), and also include our exclusive "Vitarch" support.

This is a very skilfully shaped, leather reinforcement, attached on inner side of arch (see small view). It supports the keystone bone of the foot and keeps it in its normal position—and it is a boon to foot sufferers; a firm but pliable arch-support that completely obviates the need for any extra metal plate or other appliance in shoe.

For complete foot-ease and for newest style, buy our VITA-MODE shoes, the modern comfort shoes with our wonderful "Vitarch" feature.

(A) 16 L 564—Attractively designed VITA-MODE Shoe of fine quality, pliable Black Kid. Smart cut-outs and matching calf appliques at each side form a neat trimming. Scalloped effect at vamp. All-leather military heel with rubber top-lift to keep body in perfect balance and supply walking comfort. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Our low price, per pair..... **\$7.50**

(B) Trim VITA-MODE Oxford that may be had in fine quality Black Kid or Brown Kid. To add to its comfort benefits, this six-eyelet oxford is built up high over instep and sides for additional support. Gracefully shaped perforations over the vamp and quarter. All-leather military heel with a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 507—Black Kid. Per pair. **\$7.50**
16 L 508—Brown Kid. Per pair. **\$7.50**

(C) Style and comfort are skilfully combined in this lovely VITA-MODE Shoe which comes in your choice of very fine Black or Brown Suede or Black Kid. The symmetrical stitching across the vamp and back of quarter lends graceful lines and gives this shoe distinction. Wooden Cuban heel is covered to match shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 509—Black Suede. Pair..... **\$7.50**
16 L 510—Brown Suede. Pair..... **\$7.50**
16 L 567—Black Kid (small view)

(D) This attractive VITA-MODE Shoe is available in your choice of fine quality Black Suede (see large picture) or in superior grade Black Kid (see the small view). It answers the need for a semi-formal Shoe that succeeds in being both comfortable and dressy. Fine quality, perforated black calf strap and reptile-effect underlays at the sides make a very effective trimming. Wooden Cuban heel covered to match shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 505—Of fine Black Suede..... **\$7.50**
16 L 506—Of fine Black Kid..... **\$7.50**

Postage 14¢ extra on each pair.

(E) 16 L 572—This is one of the loveliest Shoes we've ever offered—it is a VITA-MODE Colonial Pump of fine Black Kid.

Tiny buttons trim leather tongue. Elastic gore under the instep for comfort. Cuban heel made of wood, covered to match shoe.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Per pair..... **\$7.50**
Postage 14¢.

with ORTHOPEDIC HEELS

This High Lace VITA-MODE Shoe of finest quality Black Kid has a medium low, orthopedic heel (see the small view below), which extends under the arch and supports the scaphoid bone, adjoining the keystone of your longitudinal arch. It gives substantial support to flattened or fallen arches, and stabilizes the ankle. The all-leather heels have rubber top-lifts attached.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Shoe may be had in two top-widths.

16 L 590—With wide top. Price... **\$7.50**
Postage 16¢ extra.

16 L 591—Extra-wide at top and ankle. Price, pair... **\$7.50**
Postage 16¢ extra.

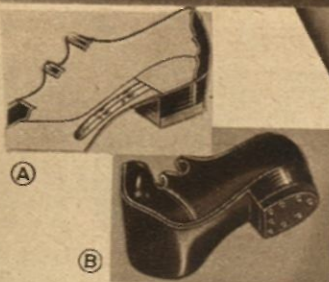
Please be sure to give around-leg measure as requested on page 49.

Here's our famous Orthopedic Heel. It is used on the Boot described above. Note the heel extension.



WIDE OR
EXTRA-WIDE
TOPS
\$7.50
PAIR

ARCH-SUPPORTING Shoes with FLEXIBLE HAND-TURNED Soles



The "Inside" Story of Hand-Turned Shoes

EVERY SHOE on this page is made with a flexible, "Hand-Turned" leather sole. A "TURN" is a shoe that is made inside out like a glove, and then it is turned and a cushion felt insole inserted so that the stitching cannot possibly touch your feet.

Only very soft and flexible leathers can be used in making "TURN" Shoes. They are very light-in-weight, glove-fitting and "give" with every step. (Please see view 'B' above.)

All Lane Bryant "TURN" Shoes have our famous STOUT-ARCH features, including a light-weight reinforced steel arch-support (shown in view 'A' above). While flexible, they also give you the correct and comfortable support that you need.



MEDIUM LOW HEELS

BLACK KID OR BROWN KID

\$3.98
PAIR

In this arch-supporting Oxford Tie, made of good quality black or Brown Kid, style plus comfort is easily achieved. The medium low, all-leather heel with rubber top-lift insures perfect comfort for weak ankles and arches. A flexible "Hand-Turned" leather sole. Cushion felt insole. All of our STOUT-ARCH features are included to promote foot-health and ease. Notice that this model is built-up at the sides and instep, in order to grip the foot firmly and give it efficient support. Your household tasks will seem much lighter and your activities pleasanter if you wear these shoes.

SIZES: 4 to 11. Widths: C, D, E, EE and EEE. See "How to Order" on page 49.

16 L 182—Of Black Kid. Exceptionally fine value at our low price. **\$3.98**

Postage 12¢ extra.

16 L 183—Of Brown Kid. Exceptionally fine value at our low price. **\$3.98**

Postage 12¢ extra.



BLACK KID
Two Qualities

MEDIUM LOW HEELS

\$2.98
PAIR UP

Two-Strap Style

Pictured above: This popular two-strap STOUT-ARCH Shoe of Black Kid comes in your choice of two qualities. Offered at very low prices. There is a medium low, all-leather heel with top-lift of rubber in order to make walking more pleasant. The "Hand-Turned" leather sole is flexible. Cushion felt insole for perfect foot-ease and comfort. All our famous STOUT-ARCH features are included for correct support.

SIZES: 4 to 11. Widths as below.

16 L 137—Made of good quality Black Kid. Widths: C, D, E, EE and EEE. Fine value. Our low price, per pair. **\$2.98**

Postage 12¢ extra.

16 L 527—Of a better quality Black Kid. Widths: A, B, C, D, E, EE and EEE. Very fine value. Price, per pair. **\$3.98**

Postage 12¢ extra.

Absolute satisfaction is guaranteed—or your money will be promptly refunded.



EACH IN BLACK KID

MEDIUM LOW HEELS

16 L 115—Although light and flexible, this Oxford has sturdy corrective features that make it good for you, too. Made of a good quality Black Kid, with smartly shaped cut-outs at sides.

This Shoe has flexible "Hand-Turned" leather sole, making it pleasant to wear. Our STOUT-ARCH features insure comfort and support. All-leather military heel with rubber top-lift.

SIZES: 4 to 11. Widths: C, D, E, EE and EEE. An exceptional bargain. Our very low price, per pair, is only **\$4.00**

Postage 12¢ extra.

16 L 581—Shown above is a STOUT-ARCH Oxford made of Black Kid. The quality of the leather used is exceptionally fine. We recommend this shoe especially to stout women, for it has all STOUT-ARCH features. Flexible "Hand-Turned" leather sole.

The medium low heel is of all-leather, with a rubber top-lift, and will afford you perfect ankle balance. Cushion felt insole.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Very exceptional value at our unusually low price. **\$4.00**

Postage 12¢ extra.



BLACK KID

BLACK KID

Seamless OXFORD and BOOT Hand-Turned Soles

Ideal Shoes for sensitive feet—our special Seamless Oxford and Boot of soft Black Kid. The flexible, "Hand-Turned" leather sole gives with every step. All-leather, medium low heel with rubber top-lift. All STOUT-ARCH features included, and a cushion felt insole.

16 L 190—This Seamless Oxford is of our best quality of Black Kid—well-made; delightfully comfortable, too. Smart perforations trim vamp and quarter, as pictured. Sizes: 4 to 11. Widths: C, D, E, EE, EEE. Our low price. **\$5.00**

Postage 14¢ extra.

16 L 587—Seamless High Boot fashioned of best quality Black Kid; soft and comfortable. Sizes: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Has wide top and is amply full at ankle, just for stout women. Per pair. **\$6.00**

Postage 16¢ extra.

\$6.00
PAIR

for BUNION RELIEF



No seams to cause pain... plenty of room for your bunions

MEDIUM LOW HEELS

\$5.00
PAIR

16 L 597—If you have bunions, don't fail to wear this wonderful new STOUT-ARCH Oxford of soft, fine quality Black Kid. It's scientifically designed to relieve your bunions and to assist in curing them. It has a flexible "Hand-Turned" leather sole that gives with every step you take.

The shoe is extra-wide across the ball to relieve pressure, with absolutely no seam to irritate this tender joint or cause bunions. Medium low, all-leather heel with rubber top-lift keeps the body in perfect balance and gives comfort while walking.

SIZES: 4 to 11. Widths: C to EEE. An exceptional value for only **\$5.00**

Postage 14¢ extra.

Smart Slippers that Bring Comfort to Tired Feet



16 L 734
\$1.19

ELK
BLACK, BROWN
OR BLUE

16 L 734—Comfortable Slippers made of soft, yet sturdy quality of Elk Leather. Moccasin-type toe. Fancy ornament to match. Soft Chrome leather soles and padded heels. COLORS: Black, brown or blue. SIZES: 4 to 10.
Postage 8¢ extra. **\$1.19**



16 L 703
\$1.49

KID
BLACK, BLUE
OR GREEN

16 L 703—A smartly cut D'Orsay Slipper of good quality Kid. Daintily perforated vamp. Cuban heel of wood. Very comfortable; with soft Chrome leather sole and padded inner sole. COLORS: Black, blue or green. SIZES: 4 to 10. Price, pair
Postage 8¢ extra. **\$1.49**



16 L 52
\$1.98

KID
BLACK
OR BLUE

16 L 52—Superior quality Kid Boudoir Slipper with a smart pompon at the instep. Serviceable all-leather sole and a comfortable, medium low, wooden heel. COLORS: Black or blue. SIZES: 4 to 10. Widths: B to EEE. Price, pair
Postage 8¢ extra. **\$1.98**



16 L 704
98¢

FELT
WITH
RUBBER
HEELS

For Support

16 L 704—Felt Slipper with low solid rubber heels and a light arch-supporting shank. For stout women with weak ankles, who desire a healthful, comfortable Slipper for around the house. Padded Chrome leather sole. Firm counter at back of heel. COLORS: Blue, brown or wine. SIZES: 4 to 10. A very fine value at our low price. Per pair
Postage 8¢ extra. **98¢**



BLACK
KID
16 L 50
\$1.89

Turned Sole

16 L 50—House Shoe made of Genuine Kid; flexible "Hand-Turned" sole is of leather.

The medium low heel has a rubber top-lift; a cushion inner sole to insure comfort. Soft and light-in-weight.

COLOR: Black only. SIZES: 4 to 10. In wide widths only. Our price, per pair
Post. 8¢. **\$1.89**

CORDUROY
16 L 705
\$1.29

BLACK, BLUE
OR RED

KID
16 L 706
\$1.59

Two Materials

Attractive Boudoir or Bridge Slippers in either Corduroy or Kid. Velvet ribbon bows. Covered Cuban wooden heel. Soft chrome leather soles.

COLORS: Black, blue or red. SIZES: 4 to 10.

16 L 705—Narrow Wale Corduroy
Post. 8¢. **\$1.29**

16 L 706—Fine quality genuine Kid.
Post. 8¢. **\$1.59**



GRAY FELT
BLACK
LEATHER
TRIMMING
16 L 66
\$1.29

Juliet At Left

16 L 51—Juliet Slipper of a soft Kid; has scalloped patent leather front stay; also, elastic gorges at sides for comfort. Flexible, "Hand-Turned" leather sole. The medium low heel has a rubber top-lift. A comfortable house shoe.

COLOR: Black only. SIZES: 4 to 11. In wide widths only. Price, per pair
Postage 8¢ extra. **\$2.19**

Pictured At Right

16 L 66—For working about the house we can recommend this good looking Slipper of soft Oxford Gray Felt with black leather wing tip and felt trimming. Trimmed with bow at the tongue.

It has a sturdy leather sole and a medium low heel with rubber top-lift to give you comfortable support. A very fine value.

SIZES: 4 to 10. Pair.
Postage 8¢ extra. **\$1.29**

Goodyear Stitched Shoes for STOUT WOMEN



BLACK
KID
16 L 22
\$2.98
UP

Two Qualities

These tremendously popular Shoes are known as "Southern Ties." They won fame among Southern women who work out-of-doors and stand on their feet a great deal. Wonderfully comfortable, even with hard wear. SIZES: 4 to 11. Wide widths only.

16 L 22—Good quality Black Kid, with a Goodyear stitched leather sole and a wide, low rubber heel. Short all-leather counter. Unusually serviceable. Pair
Postage 12¢ extra. **\$2.98**

16 L 21—Fine quality Black Kid, with a flexible Goodyear stitched sole and a wide, low heel of rubber. The long, all-leather counter and arch-support features will add to your comfort. Price, pair
Postage 12¢ extra. **\$3.98**



BLACK KID
16 L 51
\$2.19

STOP FOOT PAINS

Fallen arches . . . burning, aching feet . . . dull aches in ankle, calf, or knee . . . cramps in toes . . . callouses . . . pains in toes, instep, ball, or heel . . . tiredness in feet or legs . . . all are quickly relieved if you wear this Arch Brace. It is light-in-weight and surprisingly comfortable.

Allments like these are caused by weakened foot muscles permitting displacement of tiny bones that press against nerves and blood vessels. These Arch Braces, manufactured for us by the Jung Arch Brace Company, hold the bones in place and assist in strengthening the muscles. Pains and aches stop, and callouses gradually disappear. Braces are provided in two models—each in two widths, and in sizes for every foot. When ordering, please specify size and width of shoe you wear



Model A—This model is for mild disorders of the feet, for pains in feet or legs, for tiredness and aches of short duration. It is a simple Band of Flesh-pink Super-elastic, shaped to fit your foot and, by firm and gentle pressure, holds your arch in normal, healthful position.

16 L 800—Two inches wide. For those who wear shoes smaller than size 8.
Postage 2¢ extra. **89¢**

16 L 801—Three inches wide. Recommended for those who wear shoes size 8 or larger. Our very low price, per pair
Postage 2¢ extra. **\$1.39**



Model B—For extreme disorders of feet so often evidenced by severe pains, callouses, and over-fatigue. It is a Shaped Band of Flesh-pink Super-elastic as in Model A, with bottom of leather and a metatarsal arch-supporting pad of spongy rubber.

16 L 802—Two inches wide. For those who wear shoes smaller than size 8.
Postage 2¢ extra. **\$1.89**

16 L 803—Three inches wide. Recommended for those who wear shoes size 8 or larger. Our price, per pair
Postage 2¢ extra. **\$2.39**

Ankle and
Foot Brace

Supports
Arch and
Strengthens
Ankles



16 L 810
\$1.39
EACH

16 L 810—For weak or enlarged ankles, we recommend the Jung Ankle Brace pictured above. It is made of Flesh-pink Super-elastic, skillfully shaped to fit the foot and ankle without wrinkling, and provides firm but gentle pressure exactly where needed.

Measurements required: around narrowest part of leg, just above ankle (X); and around the foot at instep (Y). State measurements to the exact fraction of an inch and we will send you correct size.
Price for one brace . . . **\$1.39** (Post. 2¢)
Price for two braces . . . **\$2.69** (Post. 3¢)



The
Arch-Brace
that
Relieves
Pain

FOUR
STYLES
89¢
UP PAIR

THESE Lady Lane Arch-supporting Shoes are amazing values at our very low prices. Despite the continually rising cost of raw materials, we are still able to give you the same quality of leather and workmanship which has always made these shoes so famous.

All our Lady Lane Arch-supporting Shoes, pictured on this and on the opposite page, are made on our own combination lasts, and they all have our principal arch-supporting features, including a firm, extra-long inner counter, and a light-weight, reinforced steel arch, which is imbedded between the inner sole and outer sole of every shoe. In this way a comfortable fit is absolutely guaranteed.

These are very smart, well-wearing and exceptionally well-fitting shoes; they have been skilfully fashioned of carefully selected materials throughout.

Lady Lane

Choice of these Five Styles

\$2⁹⁸
PAIR

BLACK
SUEDE
OR
BROWN
SUEDE



BROWN KID
OR
BLACK KID

Tie Shown Above

Lady Lane Tie of Brown or Black Kid with underlays of harmonizing two-tone leather. Cut-outs at sides. Comfortable. All arch-supporting features included. Military heel; rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. 16 L 372—Brown Kid. Pair. \$2⁹⁸ 16 L 373—Black Kid. Pair. Postage 12¢ extra per pair.

Pictured at the Left

A four-eyelet Tie that manages to be both tailored and semi-dressy. Black or Brown Kid with eyelet stay of matching color calf leather. Smart cut-outs.

Healthful, Lady Lane arch-supporting features are included. A military heel; top-lift is of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. Fine value. 16 L 230—Black Kid. Pair. \$2⁹⁸ 16 L 231—Brown Kid. Pair. Postage 12¢ extra per pair.

BLACK KID
OR
BROWN KID



BLACK SATIN
BLACK VELVET
OR
BLACK KID



BLACK KID
OR BROWN KID

Lady Lane arch-supporting Shoe of Black or Brown Kid with neat perforations. Military heel; rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. 16 L 383—In Black Kid. Price, per pair. \$2⁹⁸ 16 L 384—In Brown Kid. Price, per pair. Postage 12¢ extra on each pair.

Dressy Shoe

Lady Lane Shoe in choice of Black Satin, Black Velvet or Black Kid. A dressy shoe that you'll be able to wear on special occasions. Appliqués at side and the strap are of rich black suede. Cuban heel of wood, covered to match the shoe. All arch-supporting features. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 L 224—Black Satin. Per pair. \$2⁹⁸ 16 L 225—Black Velvet. Per pair. 16 L 226—Black Kid. Per pair. Postage 12¢ extra on each pair.

Choice of
Two Styles

\$2¹⁹
PAIR

BROWN
KID
BLACK
KID
OR
PATENT
LEATHER

Open Tie

These smart Open Ties represent a value that simply can't be matched anywhere at \$2.19! In a choice of Brown Kid or Black Kid or Black Patent Leather. Lady Lane arch-support features.

Becoming cut-outs and perforations at the sides. Military heel with rubber top-lift to give you walking comfort. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. 16 L 209—Of Brown Kid 16 L 210—Of Black Kid 16 L 211—Black Patent Leather. Price, per pair. \$2¹⁹ Post. 12¢ ext. per pair.

Center Buckle One-Strap Style

Smart Lady Lane Shoe of Black Patent Leather or of Black Kid, each with perforations and neat scalloped appliqué trimming at sides. One-strap style with center buckle closing. Lady Lane arch-supporting features included. These shoes are sensible as well as dressy. A military heel; rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 212—Black Patent Leather. Our price, per pair, is. \$2¹⁹ Postage 12¢ extra. 16 L 213—Black Kid. Our price, per pair, only. \$2¹⁹ Postage 12¢ ext.

PATENT
LEATHER
OR
BLACK
KID



ARCH-SUPPORTING SHOES

Lady Lane

\$ **3⁹⁸**
PAIR

Choice of these Eight Styles



BLACK KID
OR
BROWN KID

Oxford Shown at Left

This is one of our finest Lady Lane Oxfords, made of Black or of Brown Kid. The wing tips add a becoming, tailored touch. Perforated in a very attractive design. Smart cut-outs at the sides. Arch-supporting features to insure complete comfort and foot health. Military heel with a rubber top-lift.

SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Fine value at our low price.

16 L 266—Of Black Kid. Our price, per pair, **\$3.98**
Postage 12¢ ex.

16 L 267—Brown Kid. Our price, per pair, **\$3.98**
Postage 12¢ ex.

Dressy Suede

A new version of the popular Black or Brown Suede dressy shoe. Kid appliqué. Cutouts and chic center buckle.

Cuban heel of wood, covered with suede as shown. All Lady Lane arch-support features included. Sizes: 4 to 11. Widths: A to EEE.

16 L 387—Black Suede. Per pair, **\$3.98**
Post. 12¢.

16 L 388—Brown Suede. Per pair, **\$3.98**
Post. 12¢.



BLACK SUEDE
OR
BROWN SUEDE



With Reptile

Harmonizing reptile-effect leather trims this Lady Lane Oxford of Black or Brown Kid. Arch-support features. Military heel; rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Fine value at our low price.

16 L 381—Black Kid. Per pair, **\$3.98**
16 L 382—Brown Kid. Per pair, **\$3.98**
Postage 12¢ extra on each pair.



Perforated

16 L 296—Perforations in an unusual design lend distinction to this Lady Lane Open Tie of Black Kid. The underlays at the side are of matching reptile-effect leather. The Cuban heel is of wood, covered with black kid to match the shoe. Our healthful arch-supporting features included. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Per pair, **\$3.98**
Postage 12¢ extra.

BROWN SUEDE
OR
BLACK SUEDE



Shown Above: Patent Leather Trimming

Here is an exceptionally smart, Lady Lane Oxford in your choice of Brown or Black Suede, each trimmed with glossy, matching patent leather, which forms a striking contrast to the fine suede. You will be able to wear this Oxford any place with the assurance of being very smartly shod. Comfortable arch-supporting features. Cuban heel of suede-covered wood.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. State size.

16 L 385—Of Brown Suede with brown patent leather trim. **\$3.98**
Postage 12¢ extra.

16 L 386—Of Black Suede with black patent leather trim. **\$3.98**
Postage 12¢ extra.

ALSO...with
COVERED
WOODEN
HEELS



BLACK
KID

BLACK
OR
BROWN
EMBOSSED
CALF



Rough-Surface Leathers are New!

You'll want this good-looking Oxford made of new, rough-surface embossed Calf. It wears very well. In Black or Brown Calf, trimmed with matching calf at tip, foxing and saddle. Lady Lane arch-support features. Military heels with rubber top-lifts. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 268—Of Black Calf. **\$3.98**
16 L 269—Of Brown Calf. **\$3.98**
Postage 12¢ ext. per pair.



BLACK
KID
TWO
QUALITIES

Medium Low Heel

Comfortable Lady Lane Oxford in your choice of two qualities of Black Kid. Medium low heel (1 1/4 inches high) with a top-lift made of rubber. Healthful arch-supporting features are included. Neat perforations to create wing-tipped effect and trimming on the quarter. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Fine values.

16 L 262—Superior quality Black Kid. Our low price, pair, **\$3.98**
Postage 12¢ extra.

16 L 263—Good quality. **\$2.98**
Postage 12¢ extra.

This Lady Lane One-Strap Shoe at the left is of Black Kid. Choice of two kinds of military heels (see description below). Trimmed with perforations and side strips made of matching reptile-effect leather. Arch-support features. SIZES: 4 to 11. Widths: A to EEE.

16 L 398—Has composition military heel; rubber top-lift. **\$3.98**
Postage 12¢ extra.

16 L 378—Has Cuban heel made of wood; kid-covered. **\$3.98**
Postage 12¢ extra.

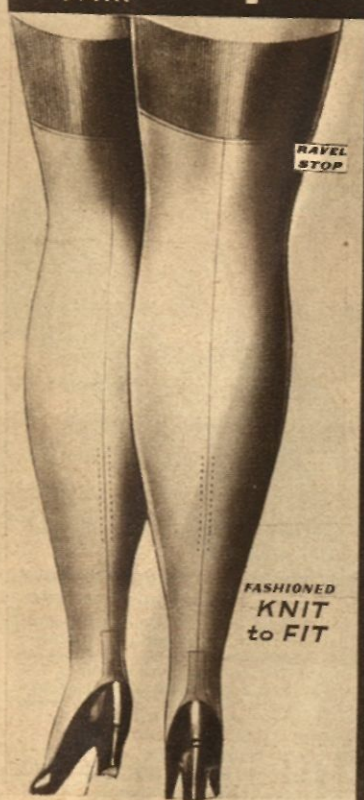


GENUINE SILK
SERVICE WEIGHT

18 L 235

79¢
PAIR

OR TWO
PAIRS FOR
\$1.50



FASHIONED
KNIT
to FIT

18 L 235—Extra-size Stocking of superior quality, Genuine Thread Silk. It comes in service weight. Extra-wide and extra-long to fit the stout leg comfortably.

Mercerized cotton toe, lower heel and double garter top. Ravel stop. French heel. Seamed back with fashioning marks. Seamless soles. Fashioned and knit to fit.

COLORS: Butterscotch beige; hazel-nut brown; sandee (light sand); dark gun-metal; light gun-metal; dust beige; black; white. SIZES: 9 to 11. Price, per pair... **79¢**

Postage 2¢ extra. SPECIAL OFFER: 2 pairs for **\$1.50** Postage 3¢ extra.

EXTRA-SIZE SILK HOSE

Extra Wide • Extra Long

COLOR CHART: New Hose Colors for Your New Fall Clothes

SAND BEIGE—Especially attractive with your new fall dresses in all light shades.

SANDEE (light sand)—Blends well with all pastel shades. Smart for evening wear.

DUST BEIGE (very light taupe)—For wear with all dark shades, as well as with grays and grayish browns, and also with taupes.

NEUTRAL TAN—A "wear-with-everything" shade; white, pastels and all dark colors.

BUTTERSCOTCH BEIGE—A warm and very smart color; excellent with blues, greens, browns, rust shades and black.

HAZEL-NUT BROWN—Blends well with rust and other tawny tones, all browns, navy blue, green and all bright colors.

FAWN TAUPE (a medium taupe with a brown cast)—For wear with all brownish taupes; also wine, brown, green or black.

SMOKE TAUPE—Harmonizes with dark greens, navy, wine, dark taupes or black.

TAUPEBROWN—Has the advantage of harmonizing with both brown and black; also with navy blue, wine and dark green.

PUSSYWILLOW GRAY—Ideal for wear with all grays; also with navy or black.

LIGHT GUN-METAL—Very flattering to the stout leg. Blends beautifully with dark blues, grays, taupes, greens & black.

DARK GUN-METAL—A very popular color that is smart with ALL dark shades.

Also the always popular BLACK and WHITE in a wide selection of styles.



69¢
PAIR
OR 3 PAIRS FOR
\$2.00

18 L 260
GENUINE SILK
SERVICE WEIGHT

18 L 260—Good quality, Genuine Thread Silk Hose in service weight. Seamed back; fashioning marks. Seamless soles.

French heel. Mercerized cotton toe, lower heel and double garter top. Ravel stop. Extra-wide, just for stout women. Serviceable, attractive, and a good value.

COLORS: Dust beige; hazel-nut brown; sand beige; butterscotch beige; black; light gun-metal; dark gun-metal. SIZES: 9 to 11. Our price, per pair... **69¢**

Postage 2¢ extra. SPECIAL OFFER: 3 pairs for **\$2.00** Postage 4¢ extra.



18 L 7
GENUINE SILK
SERVICE WEIGHT
FULL-FASHIONED

79¢
PAIR
2 PAIRS FOR **\$1.50**

18 L 7—These extra-size as well as extra-fine Hose are of Genuine Thread Silk in service weight.

Offered now at a very low price. Full-fashioned. Slender French heels will lend grace to the ankles. Reinforced with mercerized lisle to insure long service.

COLORS: Dust beige; hazel-nut brown; butterscotch beige; dark gun-metal; light gun-metal; also black or white. SIZES: 9 to 11. Our price, per pair... **79¢**

Postage 2¢ extra. SPECIAL OFFER: 2 pairs for **\$1.50** Postage 3¢ extra.

Our Famous DOLLAR Hose



18 L 240
SERVICE WEIGHT
18 L 191
CHIFFON WEIGHT

GENUINE SILK
FULL-FASHIONED
\$1.00
PAIR

Our famous \$1.00 Hose of fine, Genuine Silk. Full-fashioned. Picot double garter tops. French heels. Extra-wide and extra-long.

18 L 240—Service weight. Mercerized lisle hem and feet. COLORS: Hazel-nut brown; dust beige; dark gun-metal; light gun-metal; fawn taupe; also black. SIZES: 9 to 11. Our unusually low price, per pair... **\$1.00**

Postage 2¢ extra. 18 L 191—Sheer Chiffon weight. Reinforced. Silk from top to toe. COLORS: Smoke taupe; hazel-nut brown, taupebrown, sand beige or black. SIZES: 9 to 11. Price... **\$1.00**

Postage 2¢ extra.

*ADAPTO Silk Hose

FULL-FASHIONED



HEAVY SERVICE WEIGHT
EXTRA-HEAVY SERVICE WEIGHT
18 L 264 18 L 265 18 L 266
\$1.35 \$1.65 \$1.95

Our finest, extra-size, full-fashioned *ADAPTO Hcse. Of genuine Thread Silk. Extra-wide and also extra-long. Narrow French heel. Picot-edged double garter top and feet are of fine quality mercerized lisle. In three weights. Colors: Hazel-nut brown, butterscotch beige, fawn taupe, dark gun-metal or black. SIZES: 9½ to 11.

18 L 264—Service weight. 4-inch lisle top. Our low price, per pair... **\$1.35**

Postage 2¢ ext. 18 L 265—Heavy service weight. With 4-inch lisle top. Price, per pair... **\$1.65**

Postage 2¢ extra. 18 L 266—Extra-heavy service weight. With 7-inch lisle top. Price, per pair... **\$1.95**

Postage 2¢ extra. *Trade Mark Reg. U. S. Patent Office

GOHAM
GOLD STRIPE
RIBBON

GENUINE SILK
FULL-FASHIONED



18 L 102
HEAVY-SERVICE WEIGHT
18 L 214
CHIFFON WEIGHT
\$1.35
PAIR

A full-fashioned Gotham Gold Stripe Hose in extra-sizes. Of Genuine Thread Silk. Ravel stop. A picot-edged double garter top. Lovely quality. Reinforced. Colors: Taupebrown, neutral tan, light gun-metal, hazel-nut brown, dust-beige or dark gun-metal.

SIZES: 9½ to 11½.

18 L 102—In heavy service weight. Toes, heels, soles and tops of lisle. Post. 2¢ **\$1.35**

18 L 214—Sheer all-silk chiffon weight. Silk from top to toe. Garter tops, heels, soles and toes are reinforced with lisle inside. Our price, per pair... **\$1.35**

Postage 2¢ ext.



GENUINE SILK
WITH ELASTIC RIBBED TOP
\$1.00
PAIR

18 L 271—Extra-size Hose made of Genuine Thread Silk. Service weight. With a very elastic ribbed top of mercerized lisle. It's fashioned; knit to fit. Seamed back has fashioning marks. Ravel stop. Seamless soles. Reinforced. Colors: Fawn taupe; dark gun-metal; light gun-metal; hazel-nut brown. SIZES: 9½ to 11½. An unusual value at our price. Pair... **\$1.00**

Post. 2¢

Extra-size, medium-weight Hose. Seamed back; fashioning marks. Double-garter hem. Seamless soles. Reinforced.

18 L 192—Genuine Thread Silk-and-Rayon. Fashioned; knit to fit. French nude, pussywillow gray, hazel-nut brown, neutral tan, dark gun-metal or black. SIZES: 9 to 11½. 2 pairs for **\$1.00** Post. 3¢ ex.

18 L 230—Of silky All-Rayon with a dull finish. COLORS: Gala (light beige), butterscotch beige, dark gun-metal or black. SIZES: 9 to 11. A fine 3 pairs for **\$1.00** Post. 4¢ ex.

MEDIUM WEIGHT
SILK AND RAYON
FASHIONED

18 L 192
2 PAIRS FOR **\$1.00**

ALL-RAYON
18 L 230
3 PAIRS FOR **\$1.00**

SEAMLESS SOLES

SUPERIOR FABRICS AND WORKMANSHIP—Our prices are all amazingly low. Satisfaction GUARANTEED

WOOL Hose



**ELASTIC RIBBED TOP
FASHIONED**

18 L 178
HEAVY-
WEIGHT
ALL-WOOL **89¢**

18 L 250
RAYON AND
WOOL
MIXTURE **98¢**

A delightfully warm, extra-size Stocking with an elastic-knit, ribbed top. Ideal for all women whose legs are extra-large above the knees. Reinforced to give long wear. Fashioned; knit to fit. Extra-wide and extra-long. The soles are seamless and afford complete comfort.

COLORS: Teakwood (dark tan), camel-tan, light gun-metal or black. SIZES: 9 to 11½.

18 L 178—Of heavy-weight All-Wool Worsted with elastic-ribbed cotton top. Absolutely seamless. Our low price, per pair... **89¢**

Postage 2¢ extra.

18 L 250—Of Rayon-and-Wool Mixture with an elastic-ribbed top of same mixture. Seamed back. Our very low price, per pair... **98¢**

Postage 2¢ extra.



SILK-and-WOOL

18 L 68
FULL-
FASHIONED **\$1.29**

18 L 69
FASHIONED
SEAMLESS
SOLES **PAIR**

Unusual bargain in these extra-size Hose of a fine quality, Genuine Thread Silk-and-Wool. They are delightfully warm for winter wear. Reinforced. Extra-wide and extra-long. Double garter hem.

Colors: Black, beaver tan, camel-tan or dark gun-metal. Sizes: 9½ to 11.

18 L 68—Full-fashion. Very good value at our unusually low price. Pair... **\$1.29**

Postage 2¢ extra.

18 L 69—Fashioned and knit to fit; seamed back. Seamless soles. Per pair... **\$1.29**

Postage 2¢ extra.



18 L 204
COTTON
AND WOOL **49¢**

18 L 243
RAYON-
PLATED
COTTON
AND WOOL **59¢**

18 L 268
RAYON-
PLATED
ALL-WOOL **79¢**

FASHIONED SEAMLESS SOLES

Extra-size, Wool Hose; three excellent qualities. Fashioned and knit to fit. Seamless soles. Double garter top. Reinforced. Colors: Black; camel-tan; dark gun-metal; honey brown. Sizes: 9½ to 11½.

18 L 204—Cotton-and-Wool. Seamless... **49¢**

Postage 2¢ extra.

18 L 243—Of Rayon plated on Cotton-and-Wool. Seamed back. Good value. Our price, per pair... **59¢**

Postage 2¢ extra.

18 L 268—Rayon plated on All-Wool. Seamed back. A very warm, long-wearing hose. Pair... **79¢**

Postage 2¢ extra.

EXTRA-SIZE HOSE

Extra Wide • Extra Long

**MERCERIZED LISLE • TWO QUALITIES
FASHIONED
SEAMLESS SOLES**



18 L 94
45¢
PAIR

3 PAIRS FOR **\$1.25**

18 L 224
SUPERIOR
QUALITY

54¢
PAIR

2 PAIRS FOR **\$1.00**

Sturdy, extra-size Hose. Choice of two qualities of Mercerized Lisle. Practical and durable. Very elastic at knee. Reinforced. Seamed back with fashioning marks. Seamless soles. Fashioned; knit to fit. Extra-wide and extra-long. Double garter top. COLORS: Honey brown, dawn (pigeon gray), French nude, sun-beige, black, dark gun-metal or white. SIZES: 9 to 11½. Fine values.

18 L 94—Mercerized Lisle; good quality. Pair, Postage 2¢ extra. **45¢**

OUR SPECIAL OFFER: THREE pairs. Post. 4¢ ext. **\$1.25**

18 L 224—Mercerized Lisle; superior quality. Pair, Postage 2¢ extra. **54¢**

SPECIAL OFFER: TWO pairs. Postage 3¢. **\$1.00**



18 L 241
COMBED
COTTON

4 PAIRS FOR \$1.00

Two Qualities

Very fine value: extra-size Stockings of Combed Cotton or of Lisle. They will give you long service. Amazing bargains at our low prices. Reinforced. Double garter tops. Comfortable, seamless soles. In your choice of two long-wearing qualities.

COLORS: French nude, honey brown, light gun-metal or black. SIZES: 9 to 10½.

18 L 241—Combed Cotton. Seamed back. Our low price, Pair, Post. 5¢ ex. **\$1.00**

18 L 242—Of fine quality Lisle. Fashioned and knit to fit. Absolutely seamless. 3 pairs for **\$1.00** Post. 4¢ ex.

WOOL Under-Hose

FASHIONED • SEAMLESS

FOR WEAR UNDER SILK HOSE

For Extra Warmth
Light-weight but extra warm, fine gauge Wool "Under-Hose" in regular sizes, extra-sizes or double-extra sizes.

Wear them underneath your stockings—they never show through. Fashioned. Hemmed tops. Absolutely seamless.

COLOR: Flesh-pink only. SIZES: 9 to 11. Priced low.

18 L 202—Regular size, of about 80% Wool Worsted and balance Cotton... **89¢**

Postage 2¢ extra.

18 L 72—Extra-size, extra-wide and extra-long—about 90% is Wool Worsted and the balance Cotton... **98¢**

Postage 2¢ extra.

18 L 143—Double-extra size, double-extra wide and extra-long. Very fine quality, All-Wool. Our price, pair... **\$1.19**

Post. 2¢

18 L 143—Double-extra size, double-extra wide and extra-long. Very fine quality, All-Wool. Our price, pair... **\$1.19**

Post. 2¢

Seamless Stocking Feet

Don't waste good stocking tops. Sew on these seamless, reinforced Stocking Feet. Fashioned. SIZES: 9 to 11½. Choice of two qualities: Cotton or Wool-and-Cotton.

18 L 73—Of Cotton. All-black or all-champagne... **6 pairs for 59¢**

Postage 5¢ extra.

18 L 183—Of warm Wool-and-Cotton (about 50% wool). Black with gray heel and toe... **3 pairs for 69¢**

Postage 3¢ extra.



COTTON **6 PAIRS FOR 59¢**

WOOL AND COTTON **3 PAIRS FOR 69¢**

ADAP-TOP Hose

**Normal Stretch from toe to knee
DOUBLE Stretch above the knee**



ADAP-TOP
REGULAR-SIZE HOSE
WITH EXTRA-SIZE TOP

GENUINE SILK

FULL-FASHIONED

18 L 115
SERVICE
WEIGHT

18 L 116
CHIFFON
WEIGHT

\$1.00
PAIR



For stout women whose legs are large above the knee only, Lane Bryant has developed this perfectly fitting All-Silk, full-fashion Adap-Top Hose. Regular size hose made with extra-size top to give normal stretch from toe to knee and DOUBLE stretch above the knee. Reinforced heels, soles and toes. COLORS: Hazel-nut brown, light gun-metal, dark gun-metal, neutral tan, fawn taupe, butterscotch beige, black. SIZES: 9 to 11.

18 L 115—Service-weight. Price, pair... **\$1.00**

18 L 116—Chiffon weight. Price, pair... **\$1.00**

Postage 2¢ extra on each pair.

A New Adap-Top Hose in Extra-Sizes

This new Adap-Top hose is the same style hose as that described above, but made wider throughout. In EXTRA-SIZES with DOUBLE-EXTRA size tops. Very superior quality. Colors as above. SIZES: 9½ to 11.

18 L 118—Service weight. Price, pair... **\$1.35**

18 L 119—Chiffon weight. Price, pair... **\$1.35**

Postage 2¢ extra on each pair.

Please see HOSE COLOR CHART on page 56

MERCERIZED COTTON

ELASTIC RIBBED TOP

37¢
PAIR

3 PAIRS FOR **\$1.00**



18 L 3—These extra-size Stockings are made of superior quality, Mercerized Cotton with elastic ribbed tops which supply comfort and good fit. Reinforced. Seamless soles for comfort. A seamed back. Extra-wide to fit the stout leg smoothly.

COLORS: French nude, beach tan, dark gun-metal or black. SIZES: 9 to 10½. Price, pair... **37¢**

Postage 2¢ extra.

SPECIAL OFFER: 3 pairs for **\$1.00** Post. 4¢ ex.

Double-Extra Size Hose

WIDE ENOUGH TO FIT THE STOUTEST LEG

50%
WOOL
WORSTED
18 L 221
79¢
ALL-WOOL
WORSTED
18 L 198
\$1.00
GENUINE
SILK
AND WOOL
WORSTED
18 L 199
\$1.39

WOOL HOSE

FASHIONED

These Wool Stockings come in three good qualities, each light-in-weight yet warm. They are double-extra size, and so elastic they will fit the stoutest leg comfortably. Fashioned; knit to fit. Reinforced at heels, toes and double garter tops for longer wear. Seamless soles. SIZES: 9½ to 11½. State size.

18 L 221—Of 50% Wool Worsted and the balance of Cotton. Absolutely seamless. COLORS: Black, camel-tan, putty-beige or dark gun-metal. **79¢**
Postage 2¢ extra.

18 L 198—Made of All-Wool Worsted. Absolutely seamless. COLORS: Black; dark gun-metal; camel-tan; putty beige. Our low price, per pair... **\$1.00**
Postage 2¢ extra.

18 L 199—Genuine Thread Silk-and-wool Worsted. With seamed backs. COLORS: Black, putty-beige, camel-tan or dark gun-metal, each with silvery mixture. Our low price, per pair... **\$1.39**
Postage 2¢ extra.

Elastic Ribbed Top



18 L 281 **\$1.00** 18 L 201 **59¢**
ALL-WOOL FLEECE COTTON
WORSTED PAIR PAIR

For Cold Weather Wear

The double-extra size Stockings above have an elastic ribbed top for "give." Fashioned, and knit to fit the stoutest leg smoothly. Seamless soles. Double extra-wide as well as extra-long. COLORS: Black, dark gun-metal or camel-tan.

18 L 281—All-Wool Worsted. Light-in-weight but wonderfully warm. With seamed backs. SIZES: 9 to 11½. Our low price, per pair... **\$1.00**
Postage 2¢ extra.

18 L 201—Heavy-weight Combed Cotton, fleeced inside. Seamless. SIZES: 9 to 11½. **59¢**
Postage 2¢ extra.



SERVICE
WEIGHT
FASHIONED
GENUINE SILK
AND RAYON
18 L 189
79¢
GENUINE
SILK
18 L 140
\$1.00

Two service-weight Stockings designed to give stout women comfort, smart appearance and long wear. Double-extra wide as well as extra-long. Fashioned and knit to fit the stoutest leg smoothly. Mercerized cotton double garter top. Seamed back; fashioning marks. Seamless soles. Reinforced.

18 L 189—Genuine Thread Silk-and-Rayon. COLORS: Neutral tan, butterscotch beige, dark gun-metal, pussy-yellow gray, black or white. SIZES: 9½ to 11½. Pair... **79¢**
Postage 2¢ extra.

18 L 140—Of fine quality, Genuine Thread Silk. COLORS: Butterscotch beige, neutral tan, hazel-nut brown, dark gun-metal, light gun-metal or black. SIZES: 9½ to 11½. An excellent value. Per pair... **\$1.00**
Postage 2¢ extra.

See the COLOR CHART on page 56 for the smart 1934-1935 hosiery colors you will want to wear with your new Fall and Winter clothes.

GENUINE SILK

CHIFFON WEIGHT
FULL-FASHIONED

18 L 232—A full-fashioned, Genuine Silk hose in sheer chiffon weight. Double-extra size. Double-extra wide and extra-long to fit the stoutest leg. All-silk from top to toe. Narrow French heel. Reinforced with lisle on inside of the heel, sole and toe. Has pieced-edge, double garter top. COLORS: Sand beige, taupebrown, butterscotch beige, hazel-nut brown or dark gun-metal. SIZES: 9½ to 11. Our price, per pair... **\$1.19**
Postage 2¢ extra.

18 L 232
\$1.19
PAIR



Hose Pictured at Left

18 L 274—Here's one of the most serviceable Stockings we've ever sold—of Genuine Silk plated on fine Mercerized Lisle. Double-extra size. Double-extra wide and extra-long to fit the stoutest leg comfortably. Heavy service weight. They are fashioned and knit to fit. Seamed back with fashioning marks. Seamless soles for comfort. Reinforced at the heel, sole and toe. Double garter top.

COLORS: Fawn taupe, dark gun-metal, hazel-nut brown or black. SIZES: 9½ to 11½. **\$1.00**
Postage 2¢ extra.

Our Finest Adapto Hose

18 L 1237—Our very best, double-extra size ADAPTO Hose of superior quality, Genuine Thread Silk. A lovely stocking in extra-heavy service weight. Heel, sole, toe and top made of mercerized lisle. Upper part of the French heel is reinforced with silk. Full-fashioned. Double garter top. This hose is extra-long and double-extra wide to fit stoutest leg.

COLORS: Butterscotch beige, smoke taupe, dark gun-metal, fawn taupe, hazel-nut brown or black. SIZES: 9½ to 11. Pair... **\$1.95**
Postage 2¢ extra.



GENUINE
SILK
FULL-
FASHIONED
FRENCH HEELS
SERVICE
WEIGHT
18 L 256
\$1.19
HEAVY-
SERVICE
WEIGHT
18 L 226
\$1.59
GENUINE
SILK
with
ELASTIC
RIBBED
TOP
SERVICE
WEIGHT
FASHIONED
18 L 217
\$1.59
PAIR
OR
TWO
PAIRS FOR
\$3.00

18 L 217—A double-extra size Hose of Genuine Thread Silk, in service weight. Very elastic, ribbed top is of mercerized lisle. Double-extra wide and extra-long. Fashioned and knit to fit the stoutest leg. Seamed back with fashioning marks. Reinforced, seamless soles. Ravel stop.

COLORS: Hazel-nut brown; fawn taupe; light gun-metal; neutral tan; dark gun-metal; black. SIZES: 9½ to 11½. You will find this a very exceptional value. Per pair... **\$1.59**
Postage 2¢ extra.

SPECIAL OFFER: 2 pairs for **\$3.00** Postage 3¢ extra.

ADAPTO

Our Finest
Silk Hose

EXTRA-
HEAVY
SERVICE
WEIGHT
FULL-
FASHIONED
18 L 1237
\$1.95
PAIR



DOUBLE-EXTRA SIZE HOSE

EXTRA-EXTRA WIDE

Will Never Bind or Look Bulky

Regular Size Hose

MERCERIZED LISLE

ELASTIC RIBBED TOP

FASHIONED

18 L 60—Double-extra size Hose of Mercerized Lisle. With extra-elastic, ribbed top. Double-extra wide and extra-long. It's fashioned and knit to fit stoutest leg. Absolutely seamless. Reinforced to give you longer wear.

COLORS: Honey brown; French nude; dawn (pigeon gray); black; white; dark gun-metal. SIZES: 9 to 11½. Exceptional value. Price, per pair... 59¢ Postage 2¢ extra. 59¢

18 L 60 SEAMLESS SOLES 59¢ PAIR



FASHIONED

MERCERIZED LISLE

18 L 95 54¢ PAIR

OR 2 PAIRS FOR \$1.00

18 L 210 SUPERIOR QUALITY

69¢ PAIR

OR 3 PAIRS FOR \$2.00

COMBED COTTON 18 L 62

37¢ PAIR

OR 3 PAIRS FOR \$1.00

FINE QUALITY LISLE 18 L 261

54¢ PAIR

OR 2 PAIRS FOR \$1.00

SEAMLESS SOLES

Stockings of Mercerized Lisle in your choice of two qualities. Double-extra size, extra-extra-wide, and skilfully shaped and fashioned. Knit to fit the stoutest leg. Reinforced at heel, sole and toe. Seamless soles. This hose will give you long wear.

COLORS: French nude, dawn (pigeon gray), sun-beige, dark gun-metal, honey brown or black. SIZES: 9½ to 11½. Fine values.

18 L 95—Serviceable quality, Mercerized Lisle. Absolutely seamless. Pair... 54¢ Postage 2¢ extra.

SPECIAL OFFER: 2 pairs for \$1.00 Postage 3¢ extra.

18 L 210—Of superior quality, Mercerized Lisle. Seamed back with fashioning marks. Double garter top. Per pair... 69¢ Postage 2¢ extra.

SPECIAL OFFER: 3 pairs for \$2.00 Postage 4¢ extra.

Double-extra size Hose in two qualities, offered at very low prices. Fashioned and knit to fit the stoutest leg comfortably. Absolutely seamless for comfort. Reinforced at heel, toe and sole to give longer wear. Double-extra wide and also extra-long.

COLORS: Beach tan; dawn (pigeon gray); dark gun-metal; French nude; white; black. SIZES: 9 to 11½. You will find that these stockings are each very exceptional values.

18 L 62—Of good Combed Cotton. Colors and sizes above. Our price, per pair... 37¢ Postage 2¢ extra.

SPECIAL OFFER: 3 pairs for \$1.00 Postage 4¢ extra.

18 L 261—Fine quality Lisle. Colors and sizes above. A sturdy hose. Pair... 54¢ Postage 2¢ extra.

SPECIAL OFFER: 2 pairs for \$1.00 Postage 3¢ extra.

LASTEX Hose

WITH TWO-WAY STRETCH

Fashioned Surgical Hose, made of LASTEX, with its wonderful two-way stretch... recommended highly by doctors everywhere for sprains, for swollen or weak ankles, or for varicose veins. Excellent values.

Wear them in place of your regular stockings or under ordinary hose. If you prefer. They appear no heavier than ordinary service-weight hose, for the hair-like rubber threads are concealed inside of fine strands of sheer, yet strong lisle. Heel, toe and top are of heavy lisle, twisted with genuine silk. They are "knit-to-fit" without a seam. You can wash and mend them easily. Neutral Beige only. SIZES: 9 to 11½. Please state hose size when ordering.

18 L 301—Single Stocking. Price... \$3.85 Postage 3¢ extra.

For pair of same hose. Our price... \$7.50 Postage 5¢ extra.

Same Hose; Factory Seconds

18 L 303—Lastex Hose—these are factory seconds. They're slightly imperfect, but the wearing quality is not impaired. Same style as 18 L 301. Your money back if they're not satisfactory. Our exceptionally low price for Single Stocking is... \$1.95 Postage 3¢ extra.

For pair of same hose. Our price... \$3.75 Postage 5¢ extra.

SINGLE STOCKING \$3.85

PER PAIR \$7.50

PER PAIR \$7.50

PER PAIR \$7.50

PER PAIR \$7.50

PER PAIR \$7.50

PER PAIR \$7.50

GENUINE SILK

18 L 275 SERVICE WEIGHT

18 L 276 CHIFFON WEIGHT

SEAMLESS SOLES

39¢ PAIR

FULL-FASHIONED

18 L 247 SERVICE WEIGHT

18 L 262 CHIFFON WEIGHT

59¢ PAIR

FASHIONED

ALL-WOOL WORSTED

18 L 249

69¢ PAIR

SILK AND WOOL

18 L 269

79¢ PAIR

SEAMLESS SOLES

Regular size WOOL Stockings. Light-in-weight but very warm. Fashioned; knit to fit. Seamless soles. Reinforced. Double garter top. SIZES: 9 to 10½.

18 L 249—Of All-Wool Worsted; Fashioned; knit to fit. Seamless soles. Reinforced. Double garter top. SIZES: 9 to 10½.

Postage 2¢ extra. 69¢

18 L 269—Genuine Thread Silk and Wool. Seamed back. Colors: Dark gun-metal, mocha brown or camel-tan. Price, pair... 79¢ Postage 2¢ extra.

GENUINE SILK

KAYSER

FULL-FASHIONED

Regular size Hose made of Genuine Thread Silk in a choice of two weights. Offered at an unusually low price. Has seamed back with fashioning marks. Narrow French heel to slenderize your ankle. Seamless soles. Pleated double garter top. This hose will give you long service. COLORS: Hazel-nut brown; dark gun-metal; butterscotch beige. SIZES: 9 to 10½.

18 L 275—Service-weight Silk. Heel, toe and top of mercerized cotton. 39¢ Postage 2¢ extra.

18 L 276—Chiffon weight; of Silk from top to toe. Reinforced. 39¢ Postage 2¢ extra.

Full-fashioned, regular size Hose made of Genuine Thread Silk at a new, very low price. French heel. A pleated double garter top. Attractive; well-wearing. SIZES: 9 to 10½.

18 L 247—Service weight Silk. Top, lower heel, sole and toe of mercerized lisle. COLORS: Hazel-nut brown, neutral tan, fawn taupe, dark gun-metal, black or white. Per pair... 59¢ Postage 2¢ extra.

18 L 262—Chiffon weight; of silk from top to toe. Reinforced on inside with lisle. COLORS: Hazel-nut brown, fawn taupe or dark gun-metal. Pair... 59¢ Postage 2¢ extra.

See COLOR CHART on page 56 for the smart new 1934-1935 hosiery colors you will want to wear with your new Fall and Winter clothes.



FULL-FASHIONED

Regular size Hose—Gotham Gold Stripe "Adjustables." Top has four adjustment sections which may be folded in to fit any length of leg. Plenty of stretch for legs that are extra large above knee. Ravel stop.

Made of Genuine Thread Silk. Full-fashioned. Neutral tan, hazel-nut brown, dust beige, dark gun-metal or smoke taupe. SIZES: 9 to 11. Fine values.

18 L 1—Of Service weight Silk. Toe, sole, heels and the two top adjustment sections are of mercerized lisle... \$1.15 Postage 2¢ extra.

18 L 2—Chiffon weight. Silk from top to toe. Reinforced. Price, per pair... \$1.15 Postage 2¢ extra.

18 L 207 CHIFFON WEIGHT \$1.00

18 L 246 SERVICE WEIGHT \$1.15

18 L 245 SEMI-SERVICE WEIGHT \$1.00

18 L 258 HEAVY SERVICE WEIGHT \$1.50

This regular size Kayser Hose comes in four weights. All are of best quality. Genuine Thread Silk, full-fashioned, and have flattering "sleido" heel. Pleated double garter top. COLORS: Neutral tan; dark gun-metal; hazel-nut brown; black; taupe-brown. SIZES: 9 to 10½.

18 L 207—In Chiffon Weight. Silk from top to toe. Reinforced. Our low price, per pair... \$1.00 Postage 2¢ extra.

18 L 245—In Semi-Service Weight. Heel, sole, toe and garter top of mercerized lisle... \$1.00 Postage 2¢ extra.

18 L 246—Service Weight. Garter top, heel, sole and toe are made of mercerized lisle... \$1.15 Postage 2¢ extra.

18 L 258—In Heavy Service Weight. Silk from top to toe. Reinforced. Our price, per pair... \$1.50 Postage 2¢ extra.

18 L 278 FINE QUALITY MERCERIZED LISLE \$1.15 PAIR

18 L 279 ALL-RAYON SERVICE WEIGHT \$1.15 PAIR

29¢ PAIR OR ANY 4 PAIRS FOR \$1.00

SEAMLESS SOLES

Serviceable, regular size Hose made in two qualities. Pleated double garter top. Seamed back; fashioning marks. Seamless soles. Reinforced. SIZES: 9 to 10½.

18 L 278—Mercerized Lisle. COLORS: Dark gun-metal, Ball (a dark beige) or zala (light beige). Per pair... 29¢ Postage 2¢ extra.

18 L 279—All-Rayon with dull-finish. In service weight. COLORS: Dark gun-metal, hazel-nut brown, light gun-metal or butterscotch beige. Our low price, per pair... 29¢ Postage 2¢ extra.

SPECIAL OFFER: ANY FOUR pairs of the above hose for only... \$1.00 Postage 5¢ extra.

Fast-Color · Warm · FLANNELETTE

EXTRA-SIZE NIGHTGOWNS

14 L 64
\$1.29

14 L 66
\$1.79

Pictured Above

14 L 66—Full-cut, extra-size Nightgown of good quality, warm Flannelette. Long sleeves. Fast-color, silk frogs trim the front, which opens part way down. Double yoke in the back. White, peach, blue or orchid. SIZES: 36 to 58 bust. Our low price.
Postage 8¢ extra. **\$1.79**

Pictured at Left

14 L 64—Warm, Flannelette Nightgown. Long sleeves. Extra-sizes. Double yoke is trimmed with hemstitching and braid. Opens part way down front. Cut full and roomy. Fast-color. COLORS: Assorted stripes; also all-white. SIZES: 36 to 58 bust. Price.
Postage 8¢ extra. **\$1.29**

14 L 65
\$1.59

14 L 65—Extra-size, warm Nightgown of a fine quality, Fast-color Flannelette. Long sleeves. Opens part way down front. Double yoke. COLORS: White or peach; also assorted stripes. SIZES: 36 to 58 bust. Our price.
Postage 8¢ extra. **\$1.59**

Pictured at Right

14 L 67—An extra-size Nightgown of our finest quality, Fast-color, Printed Flannelette. Long sleeves. Opens part way down front. Double yoke in the back. Solid color collar, lapels, cuffs and pocket tab. Warm; durable. Cut full and roomy. COLORS: Blue, green or rose print. SIZES: 36 to 58 bust. Our low price is.
Postage 8¢ extra. **\$1.98**

Your Choice
\$1.00
EACH

14 L 63

14 L 541

14 L 63—Only \$1.00 to purchase this Nightgown of warm Flannelette. Double yoke is hemstitched in front. Opens part way down the front. Sleeves are long. Full-cut extra-sizes. COLORS: Assorted stripes; or all-white. SIZES: 36 to 58 bust. Price.
Postage 8¢ extra. **\$1.00**

14 L 541—An extra-size Nightgown of warm Flannelette. Long sleeves. Double yoke is hemstitched in front. Opens part way down front. Serviceable and warm. Cut full and roomy. COLORS: All-white; also in assorted stripes. SIZES: 36 to 58 bust.
Postage 8¢ extra. **\$1.00**



14 L 71
\$1.59

WASHABLE CREPE

14 L 71—A fine quality, Washable Cotton Crepe Nightgown in full-cut extra-sizes. Imported Lace trims the neck, cape sleeves and daintily hemstitched front. COLORS: White, tea-rose, flesh-pink, orchid. SIZES: 36 to 58 bust. Our price.
Postage 6¢ extra. **\$1.59**

RAYON
FLAT
CREPE
14 L 74
\$1.98

"SILKY"
FRENCH
CREPE
14 L 75
\$2.98

"PURE-DYE"
ALL-SILK
FLAT CREPE
14 L 76
\$3.98

Run-Resisting RAYON JERSEY

14 L 73
\$1.98

14 L 73—Lovely Nightgown of a superior quality Run-Resisting Rayon Jersey in extra-sizes.

Trimmed with satin-finished rayon Jersey and embroidery, in contrasting and self-color. With caplet sleeves.

COLORS: Pink with light blue, Nile green with pink, orchid with peach, or peach with Nile green. SIZES: 36 to 58.
\$1.98
Post. 8¢ ext.

Extra-size Nightgown trimmed with Imported Eruu Lace. Ribbon sash. SIZES: 36 to 58 bust.

14 L 74—Rayon-and-Cotton Flat Crepe. Flesh-pink; Nile green; tea-rose. Price.
Postage 6¢ extra. **\$1.98**

14 L 75—"Silky" French Crepe, a durable, All-Rayon Flat Crepe. Tea-rose or orchid.
Postage 6¢ extra. **\$2.98**

14 L 76—Pure-dye, All-Silk Flat Crepe. Exceptionally fine, tested quality. Tea-rose or Mona blue (pastel blue).
Postage 6¢ extra. **\$3.98**



NAINSOOK

14 L 72
79¢ EACH
OR TWO
for \$1.50

Nightgown Pictured at the Right

14 L 72—Extra-size Nightgown of serviceable White Nainsook. Hand-made, medallion of filet lace and hemstitching trim front. Cap sleeves. Neck stitched in lapel-effect. SIZES: 36 to 58 bust.
Postage 6¢ extra. **79¢**

SPECIAL OFFER: 2 nightgowns for only **\$1.50** Postage 9¢ extra.



HAND-MADE
LACE
MEDALLION



14 L 651
CAMBRIC

Your Choice
\$1.00
EACH

14 L 70
NAINSOOK
IMPORTED
SWISS
EMBROIDERY

With Long Sleeves

14 L 651—Open front, extra-size Nightgown of fine quality White Cambric. Long sleeves. Front yoke is formed by rows of embroidered insertion and fine tucks. Narrow embroidery edges the neck and sleeves. Yoke is double in the back. Cut full and roomy. SIZES: 36 to 58 bust. About 54 ins. long.
Postage 8¢ extra. **\$1.00**

With Cap Sleeves

14 L 70—Imported Swiss embroidery forms the dainty appliqué at front of this extra-size Nightgown. Of serviceable, White Nainsook. Hemstitching at cap sleeves, front and round neck. Ribbon bow at neck. Cut full and roomy. An excellent bargain for only \$1.00. SIZES: 36 to 58 bust measure. Price.
Postage 6¢ extra. **\$1.00**

STOUT...Average...Short...Tall

We have the *correct* model for YOU

DUO-CONTROL ADAPTOLETTES

that skilfully
confine both
ABDOMEN and
DIAPHRAGM

...two styles
to choose from



WITH ADJUSTABLE
FEATURES
17 L O 3
17 L O 4

\$3.98

THESE two Lane Bryant Duo-control Adaptolettes have special features to control both abdomen and diaphragm. Both styles have a strong inner belt to flatten abdomen and an extra section on inside of Adaptolette to confine diaphragm. The result is a slender, more youthful figure.

Adjustable Throughout

This Duo-Control Adaptolette laces from the waist down to give straight hip and abdomen lines. Coutil inner belt, reinforced with boning and cross-stitching, may be raised or lowered by side laces. Hooks at side. Adaptolette is of Flesh-pink Broche (sturdy Rayon-striped Cotton fabric). It has inner reinforcement of coutil to flatten diaphragm. Cotton surgical elastic gores are very skilfully placed for comfort. Straight well-boned back. Four garters.

17 L O 3—SIZES: 36 to 52 bust meas. 18-inch side length. Our exceptionally low price. **\$3.98**
17 L O 4—SIZES: 38 to 58 bust meas. 20-inch side length. Our exceptionally low price. **\$3.98**
Postage 10¢ extra on each.

With Extra-Long Inner Belt

This Duo-Control Adaptolette confines both the diaphragm and abdomen. Of exceptionally strong, Flesh-pink Broche—a Rayon-striped Cotton fabric. Extra-long inner belt of sturdy coutil and mercerized surgical elastic, reinforced with boning. Boned inner diaphragm reinforcement.

Adaptolette has mercerized surgical elastic at hips. Coutil reinforcement at lower back. Hooks at the side. Six garters. The inner belt hooks in front; has two garters. Best quality non-rust black boning is used throughout. In two lengths.
17 L 283—SIZES: 38 to 52 bust measure. Has 18½-inch side length. Our very low price. **\$4.95**
17 L 284—SIZES: 38 to 58 bust measure. Has 21-inch side length. Our very low price. **\$4.95**
Postage 10¢ extra on each.

WITH
EXTRA-LONG
INNER BELT
17 L 283
17 L 284

\$4.95

NO costume can be more successful than its foundation—that's a maxim every smart woman knows. You, too, can be poised and confident of your good appearance at all times. Just study these pages carefully—they represent over thirty years' experience gained in devoting special attention to corseting stout women.

"RITE-FRONT"
LACE
CORSET



17 L 17
17 L 23
\$3.98

Flattens Abdomen

"Rite-Front" Lace Corset of Flesh-pink Coutil, low in bust (comes 2 inches above the waistline), but higher in back for firm support.

Front lacing flattens the abdomen; is easy to adjust. Surgical elastic inserts at top front and top and bottom in back for comfort. Lightly boned tongue under the laces. Non-rust Duplex boning used. Six garters. An 8-inch front clasp, with hooks below.

17 L 17—SIZES: 29 to 46-in. waist. Side length 16 inches. Our low price. **\$3.98**
Postage 8¢ ext.

17 L 23—SIZES: 28 to 45-in. waist. Side length 18 inches. Our low price. **\$3.98**
Postage 8¢ ext.

Adjustable at Sides Over Hips

This remarkable Adaptolette with Surgical Reducing Belt is very skilfully designed to mold your figure into smooth lines. Adaptolette is of Pink, Brocaded Rayon-and-Cotton, and can be adjusted perfectly by laces at each side over hips. Inner, well-boned diaphragm reinforcement of coutil. Surgical elastic inserts. Six garters. The firmly boned, reducing inner belt of coutil has graduated, curved front clasp, the pressure of which is regulated by straps that healthfully uplift the sagging abdomen. Simple to adjust. The belt may be raised or lowered by side laces.

17 L 470—SIZES: 38 to 52 bust. 18-inch side length; 8½-inch front clasp. Our low price. **\$5.95**
17 L 471—SIZES: 38 to 58 bust. 20-inch side length; 9-inch front clasp. Our low price. **\$5.95**
Postage 10¢ extra on each.

Adaptolette: Trade Mark Registered U. S. Patent Office.

How to ORDER

Before you order a Corset, an Adaptolette or a Belt, please study carefully the natural lines of your figure, and then read completely each one of the corset descriptions so that you can select the most appropriate style.

Then pick out your model, and send us the exact measurements of your bust, waist and hips, taken over your dress with your corset on, as is shown in the picture at the right.



ADAPTOLETTE
WITH
ADJUSTABLE
REDUCING
INNER
BELT

17 L 470
17 L 471

\$5.95

WITH
ADJUSTABLE
SIDE-
LACINGS

Fast-Color · Warm · FLANNELETTE

EXTRA-SIZE NIGHTGOWNS

14 L 64
\$1.29

14 L 66
\$1.79

Pictured Above

14 L 66—Full-cut, extra-size Nightgown of good quality, warm Flannelette. Long sleeves. Fast-color. Silk frog trim the front, which opens part way down. Double yoke in the back. White, peach, blue or orchid. SIZES: 36 to 58 bust. Our low price.
Postage 8¢ extra. **\$1.79**

Pictured at Left

14 L 64—Warm, Flannelette Nightgown. Long sleeves. Extra-sizes. Double yoke is trimmed with hemstitching and braid. Opens part way down front. Cut full and roomy. Fast-color. COLORS: Assorted stripes; also all-white. SIZES: 36 to 58 bust. Price.
Postage 8¢ extra. **\$1.29**

14 L 65
\$1.59

14 L 65—Extra-size, warm Nightgown of a fine quality, Fast-color Flannelette. Long sleeves. Opens part way down front. Double yoke. COLORS: White or peach; also assorted stripes. SIZES: 36 to 58 bust. Our price.
Postage 8¢ extra. **\$1.59**

Pictured at Right

14 L 67—An extra-size Nightgown of our finest quality, Fast-color, Printed Flannelette. Long sleeves. Opens part way down front. Double yoke in the back. Solid color collar, lapels, cuffs and pocket tab. Warm; durable. Cut full and roomy. COLORS: Blue, green or rose print. SIZES: 36 to 58 bust. Our low price is.
Postage 8¢ extra. **\$1.98**

Your Choice
\$1.00
EACH

14 L 63

14 L 541

14 L 63—Only \$1.00 to purchase this Nightgown of warm Flannelette. Double yoke is hemstitched in front. Opens part way down the front. Sleeves are long. Full-cut extra-sizes. COLORS: Assorted stripes; or all-white. SIZES: 36 to 58 bust. Price.
Postage 8¢ extra. **\$1.00**

14 L 541—An extra-size Nightgown of warm Flannelette. Long sleeves. Double yoke is hemstitched in front. Opens part way down front. Serviceable and warm. Cut full and roomy. COLORS: All-white; also in assorted stripes. SIZES: 36 to 58 bust.
Postage 8¢ extra. **\$1.00**



IMPORTED
LACE

14 L 71
\$1.59

WASHABLE CREPE

14 L 71—A fine quality, Washable Cotton Crepe Nightgown in full-cut extra-sizes. Imported Lace trims the neck, cape sleeves and daintily hemstitched front. COLORS: White, tea-rose, flesh-pink, orchid. SIZES: 36 to 58 bust. Our price.
Postage 6¢ extra. **\$1.59**



IMPORTED
LACE

RAYON
FLAT
CREPE
14 L 74
\$1.98

"SILKY"
FRENCH
CREPE
14 L 75
\$2.98

"PURE-DYE"
ALL-SILK
FLAT CREPE
14 L 76
\$3.98

Run-Resisting RAYON JERSEY

14 L 73
\$1.98

14 L 73—Lovely Nightgown of a superior quality Run-Resisting Rayon Jersey in extra-sizes.

Trimmed with satin-finished rayon Jersey and embroidery. In contrasting and self-color. With caplet sleeves.

COLORS: Pink with light blue, Nile green with pink, orchid with peach, or peach with Nile green. SIZES: 36 to 58.

\$1.98
Post. 8¢ ext.

Extra-size Nightgown trimmed with Imported Ecu Lace. Ribbon sash. SIZES: 36 to 58 bust.

14 L 74—Rayon-and-Cotton Flat Crepe. Flesh-pink; Nile green, tea-rose. Price.
Postage 6¢ extra. **\$1.98**

14 L 75—"Silky" French Crepe, a durable, All-Rayon Flat Crepe. Tea-rose or orchid.
Postage 6¢ extra. **\$2.98**

14 L 76—Pure-dye, All-silk Flat Crepe. Exceptionally fine, tested quality. Tea-rose or Mona blue (pasted blue).
Postage 6¢ extra. **\$3.98**

NAINSOOK

14 L 72
79¢ EACH
OR TWO
for \$1.50

Nightgown Pictured at the Right

14 L 72—Extra-size Nightgown of serviceable White Nainsook. Hand-made, medallion of flat lace and hemstitching trim front. Cap sleeves. Neck stitched in lapel-effect. SIZES: 36 to 58 bust.
Postage 6¢ extra. **79¢**

SPECIAL OFFER: 2 nightgowns for only **\$1.50** Postage 9¢ extra.



HAND-MADE
LACE
MEDALLION

Your Choice
\$1.00
EACH

14 L 651
CAMBRIC

14 L 70
NAINSOOK
IMPORTED
SWISS
EMBROIDERY



With Long Sleeves

14 L 651—Open front, extra-size Nightgown of fine quality White Cambric. Long sleeves. Front yoke is formed by rows of embroidered insertion and fine tucks. Narrow embroidered edges the neck and sleeves. Yoke is double in the back. Cut full and roomy. SIZES: 36 to 58 bust. About 54 ins. long.
Postage 8¢ extra. **\$1.00**

With Cap Sleeves

14 L 70—Imported Swiss embroidery forms the dainty appliqué at front of this extra-size Nightgown. Of serviceable, White Nainsook. Hemstitching at cap sleeves, front and round neck. Ribbon bow at neck. Cut full and roomy. An excellent bargain for only \$1.00. SIZES: 36 to 58 bust measure. Price.
Postage 6¢ extra. **\$1.00**

STOUT...Average...Short...Tall

We have the *correct* model for YOU

DUO-CONTROL ADAPTOLETTES

that skilfully
confine both
ABDOMEN and
DIAPHRAGM

... two styles
to choose from



WITH ADJUSTABLE
FEATURES

17 L O3
17 L O4

\$398

THESE two Lane Bryant Duo-control Adaptolettes have special features to control both abdomen and diaphragm. Both styles have a strong inner belt to flatten abdomen and an extra section on inside of Adaptolette to confine diaphragm. The result is a slender, more youthful figure.

Adjustable Throughout

This Duo-Control Adaptolette laces from the waist down to give straight hip and abdomen lines. Coutil inner belt, reinforced with boning and cross-stitching, may be raised or lowered by side laces. Hooks at side. Adaptolette is of Flesh-pink Broche (sturdy Rayon-striped Cotton fabric). It has inner reinforcement of coutil to flatten diaphragm. Cotton surgical elastic gores are very skilfully placed for comfort. Straight well-boned back. Four garters.

17 L O3—SIZES: 36 to 52 bust meas. 18-inch side length. Our exceptionally low price... **\$398**
17 L O4—SIZES: 38 to 58 bust meas. 20-inch side length. Our exceptionally low price... **\$398**
Postage 10¢ extra on each.

With Extra-Long Inner Belt

This Duo-Control Adaptolette confines both the diaphragm and abdomen. Of exceptionally strong, Flesh-pink Broche—a Rayon-striped Cotton fabric. Extra-long inner belt of sturdy coutil and mercerized surgical elastic, reinforced with boning. Boned inner diaphragm reinforcement.

Adaptolette has mercerized surgical elastic at hips. Coutil reinforcement at lower back. Hooks at the side. Six garters. The inner belt hooks in front; has two garters. Best quality non-rust black boning is used throughout. In two lengths.
17 L 283—SIZES: 38 to 52 bust measure. Has 18½-inch side length. Our very low price... **\$495**
17 L 284—SIZES: 38 to 58 bust measure. Has 21-inch side length. Our very low price... **\$495**
Postage 10¢ extra on each.

WITH
EXTRA-LONG
INNER BELT

17 L 283
17 L 284

\$495

NO costume can be more successful than its foundation—that's a maxim every smart woman knows. You, too, can be poised and confident of your good appearance at all times. Just study these pages carefully—they represent over thirty years' experience gained in devoting special attention to corseting stout women.

No matter what your figure problem may be, Lane Bryant can solve it. There are corsets, belts and Adaptolettes, and models with special reducing features. Study your figure: note the points that require the most restraining influence; then select the foundation garment which has been especially designed to control these points and make you slimmer, whether you are of average height, short or tall.

"RITE-FRONT"
LACE
CORSET



17 L 17
17 L 23

\$398

Flattens Abdomen

"Rite-Front" Lace Corset of Flesh-pink Coutil, low in bust (comes 2 inches above the waistline), but higher in back for firm support.

Front lacing flattens the abdomen: is easy to adjust. Surgical elastic inserts at top front and top and bottom in back for comfort. Lightly boned tongue under the laces. Non-rust Duplex boning used. Six garters. An 8-inch front clasp, with hooks below.

17 L 17—SIZES: 29 to 46-in. waist. Side length 16 inches. Our low price... **\$3.98**

17 L 23—SIZES: 28 to 45-in. waist. Side length 18 inches. Our low price... **\$3.98**
Postage 8¢ ext.

How to ORDER

Before you order a Corset, an Adaptolette or a Belt, please study carefully the natural lines of your figure, and then read completely each one of the corset descriptions so that you can select the most appropriate style.

Then pick out your model, and send us the exact measurements of your bust, waist and hips, taken over your dress with your corset on, as is shown in the picture at the right.



ADAPTOLETTE
WITH
ADJUSTABLE
REDUCING
INNER
BELT



17 L 470
17 L 471

\$595

Adjustable at Sides Over Hips

This remarkable Adaptolette with Surgical Reducing Belt is very skilfully designed to mold your figure into smooth lines. Adaptolette is of Pink, Brocaded Rayon-and-Cotton, and can be adjusted perfectly by laces at each side over hips. Inner, well-boned diaphragm reinforcement of coutil. Surgical elastic inserts. Six garters. The firmly boned, reducing inner belt of coutil has graduated, curved front clasp, the pressure of which is regulated by straps that healthfully uplift the sagging abdomen. Simple to adjust. The belt may be raised or lowered by side laces.

17 L 470—SIZES: 38 to 52 bust. 18-inch side length; 8½-inch front clasp. Our low price... **\$595**
17 L 471—SIZES: 38 to 58 bust. 20-inch side length; 9-inch front clasp. Our low price... **\$595**
Postage 10¢ extra on each.

Adaptolette: Trade Mark Registered U. S. Patent Office.

WITH
ADJUSTABLE
SIDE-
LACINGS

Bust Confining and Reducing ADAPTOLETTES

create long, unbroken lines



INNER BELT
MAY BE
RAISED OR
LOWERED
BY LACES
AT EACH
SIDE

17L550
17L551
\$4.95

17L552
\$3.98

Adaptolette of *Flesh-pink Broche*, a Rayon-striped Cotton material, for the woman whose figure requires a complete, restraining influence. Every detail is cleverly calculated to mold the stout figure into very smooth, unbroken lines.

The built-up top, which tapers into narrow rayon elastic straps, confines the bust and the excessive shoulder and underarm flesh. The inner belt hooks at side and laces down the center front. It is made of well-boned, sturdy coutil and of cotton surgical elastic. Extra diagonal bands of elastic up-lift the sagging or enlarged abdomen.

Mercerized surgical elastic at each side of Adaptolette. Elastic goes at bottom front for ease when sitting. Reinforced on inside over the diaphragm and lower back. Hooks down center front of Adaptolette. Back is well-boned for support.

17L550—SIZES: 38 to 52 bust. Side length under arm 18 inches. Our very low price... **\$4.95**

Postage 10¢ extra.
17L551—SIZES: 38 to 58 bust. Side length under arm 20½ inches. Our very low price... **\$4.95**

Postage 10¢ extra.
Adaptolette: Trade Mark Registered United States Patent Office.

17L552—An Adaptolette that is ideally suited to the woman who is stout all over. Confines the bust, the shoulders, the abdomen and the hips and forms smooth lines. It is of *Flesh-pink Broche*—a serviceable, Rayon-striped Cotton fabric.

The built-up shoulders confine the excessive shoulder and underarm flesh and are held taut by straps of rayon elastic. The Adaptolette laces from just below bust right down to the bottom, and it may be easily adjusted to create unusually smooth hiplines. A reinforcement of coutil on the inside flattens diaphragm. Three cotton surgical elastic inserts at bottom for ease when sitting. Well-boned back.

The inner belt is of well-boned coutil; it laces at each side and skilfully supports and confines the abdomen. You may raise or lower belt by the laces to suit your individual figure needs. Four hose supporters on the Adaptolette.

Both the belt and Adaptolette hook at left side. They have been boned with non-rust Duplex boning. SIZES: 36 to 58 bust. Side length under arm 21 inches. **\$3.98**

Postage 10¢ extra.



17L51
17L61
\$4.95

REDUCING AND
CONFINING



17L525
17L526
\$4.95

INNER BELT
MAY BE
RAISED OR
LOWERED
BY HOOKS
AT EACH
SIDE

17L527
17L528
\$5.95

This Lane Bryant Adaptolette is made of *Flesh-pink*, Broched Rayon-and-cotton. The built-up shoulders confine the bust and excessive shoulder and underarm flesh, and create smooth lines.

Almost equally important is the adjustable, inner abdominal belt, made of heavy coutil and surgical elastic, which you may raise or lower by hooks at each side. Cupped bottom supplies firm abdominal control and up-lift.

One-piece, mercerized surgical elastic sections at lower back (see back view) and at each side, confine and reduce hips. Straight back, well-boned. Non-rust Duplex boning. Hooks at left side.

17L525—SIZES: 36 to 52 bust. Side length 18 inches, under arm. Our low price... **\$4.95**

Postage 10¢ extra.
17L526—SIZES: 38 to 58 bust. Side length 20 inches, under arm. Our low price... **\$4.95**

Postage 10¢ extra.

A well-wearing Adaptolette that is designed with built-up top to confine bust and excess shoulder and underarm flesh, and with inner belt to support the extra-large abdomen.

Adaptolette is made of good quality, *Flesh-pink* Broched Rayon-and-cotton with mercerized surgical elastic at sides.

The inner belt is of strong coutil, and it has mercerized surgical elastic inserts at the sides. Rayon surgical elastic forms the cross straps, which firmly support sagging abdomen. Curved, flexible steel down the center front of belt is cupped-under for support. Six garters.

17L527—SIZES: 38 to 52 bust meas. Side length 18 inches, under arm. Price, **\$5.95**

Postage 10¢ ext.
17L528—SIZES: 38 to 58 bust meas. Side length 20 inches, under arm. Price, **\$5.95**

Postage 10¢ ext.

With Well-Curved Bust Support

Pictured at left is the greatest hip-reducing, bust-supporting Adaptolette ever designed for stout women. It is of strong, heavy *Flesh-pink* Coutil, with elastic bands fashioned into a well-curved bust support to take care of the superfluous flesh and to reduce the bust. Elastic laces at each side of bust section, for adjustment.

Adaptolette laces all the way down back, and hooks down center front. Firmly, flexibly boned with Non-rust Duplex boning. Elastic inserts at bottom front reduce thighs and allow ease when sitting. Six very strong hose supporters. Adjustable shoulder straps.

17L51—SIZES: 29 to 45 inches waist. 8-inch front clasp. 17 inches side length. Our very low price... **\$4.95**

17L61—SIZES: 29 to 50 inches waist. 9-inch front clasp. 19 inches side length. Our very low price... **\$4.95**



17 L 08
17 L 09
\$4.95 ADAPTOLETTE
WITH UP-LIFT
INNER BELT

This Adaptolette was created especially for figures demanding extra-firm abdominal control. The long inner belt made of heavy coutil and strong surgical elastic has a graduated, curved front clasp with hooks below, and diagonal bands of elastic that healthfully uplift and support abdomen.

Adaptolette is made of Peach Brocaded Rayon-and-Cotton fabric with rayon trico up-lift bust sections. Inserts of surgical elastic for comfort. Coutil reinforcement over diaphragm. Adjustable shoulder straps. Hooks at side. Well-boned. Six garters.

17 L 08—SIZES: 38 to 52 bust
Side length 18½ ins. ... **\$4.95**
17 L 09—SIZES: 38 to 58 bust
Side length 21 inches. ...
Postage 10¢ extra on each.

**ABDO-LIFT
BELTS
for
Sagging
or Large
Abdomen!**



17 L 473
ABDO-LIFT
BELT ONLY
\$2.98
17 L 488
17 L 489
\$4.95
BACK-LACE CORSET
with ABDO-LIFT BELT

Back-lace Corset with a side-hook Abdo-Lift Belt of Pink Coutil. Pressure of curved, flexible, front steels is adjustable by lacing. Corset has high back; medium-low front (2 inches above the waist). Hooks below graduated front clasp. Well-boned; comfortable.

17 L 488—SIZES: 30 to 48 waist. 8½-inch clasp; 16¼-inch side length. ... **\$4.95**
17 L 489—SIZES: 30 to 51 waist. 9½-inch clasp; 18¼-inch side length. ...
Postage 8¢ extra.

The Abdo-Lift Belt ONLY

17 L 473—Abdo-Lift Belt of Pink Coutil (see upper small view). Extra-long corset back. Lacing at each side of curved front clasp regulate abdominal support. Lacing at either side and at the back. Well-boned. SIZES: 30 to 52 waist. ... **\$2.98**
Postage 6¢ extra.

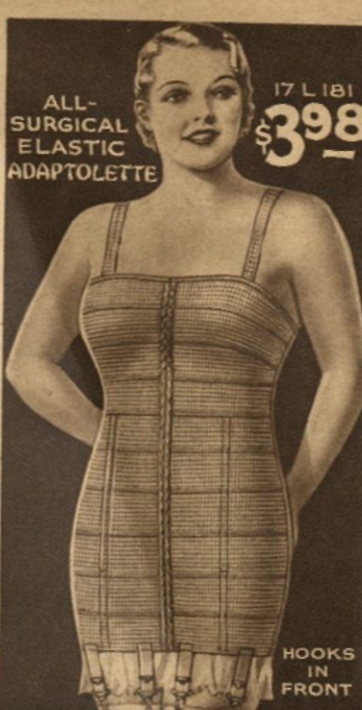
Adaptolette:
Trade Mark
Registered
U. S. Pat. Off.



17 L 411
17 L 412
\$4.95
With LONG CORSET-BACK
and with
STRAPS to "HOLD-YOU-IN"

Lane Bryant adjustable supporters are very highly recommended by doctors. They are scientifically made to give regulated support to weakened abdominal muscles. Of Flesh-pink, heavy Coutil. It functions as both corset and belt. Extra-long corset-back to give strong support. Graduated, curved front clasp healthfully supports the abdomen. The side straps and lacing are designed to "hold-you-in." Four garters.

17 L 411—31 to 48-inch waist; 11-inch front length. Our price. ... **\$4.95**
Postage 8¢ extra.
17 L 412—33 to 51-inch waist; 12-inch front length. Our price. ... **\$4.95**
Postage 8¢ extra.



17 L 181
\$3.98
ALL-SURGICAL
ELASTIC
ADAPTOLETTE
HOOKS
IN
FRONT

17 L 181—Sturdy Adaptolette which is especially designed and shaped to confine and reduce the stout figure. It will give you unusually graceful lines, and will help you look pounds lighter. A comfortable and yet firm foundation garment that successfully controls the heavier figure. Made entirely of horizontal bands of strong, Mercerized Surgical Elastic, very firmly stitched together. Hooks full length in the front. Six durable hose supporters. Easy to launder.

Flesh-pink only. SIZES: 38 to 58 bust. Side length 18½ inches, under arm. Our low price ... **\$3.98**
Postage 10¢ extra.



**SURGICAL ELASTIC
BACK-LACE CORSET**
IN
THREE
LENGTHS
\$3.98
EACH

A Topless Reducing Corset made of heavy, Pink Cotton Surgical Elastic. Designed in three lengths. Confines flesh and grips thighs firmly, producing very smart lines yet always permitting freedom of motion. Laces in back for perfect adjustment. Non-rust Duplex boning is used throughout. The front is fashioned of coutil and assures you of smooth lines. With graduated front clasp and hooks below. Four hose supporters.

17 L 214—SIZES: 32 to 45 waist. 7½-inch clasp. 12 inches side length. ... **\$3.98**
Post. 8¢.
17 L 215—SIZES: 33 to 48 waist. An 8-in. clasp. 14 inches side length. ... **\$3.98**
Post. 8¢.
17 L 216—SIZES: 31 to 48 waist. An 8-in. clasp. 16 inches side length. ... **\$3.98**
Post. 8¢.



COILED WIRE BONING
"Gives" with Every Motion

The three garments described below are boned with our famed Coiled Wire Boning. "Gives" with every motion, yet provides you with the desired support. Won't rust.

17 L 477
\$6.95
THI-AND-
ABDOMEN
SUPPORTER

17 L 477—Our finest Adaptolette, of very sturdy Brocaded Rayon-and-Cotton with well-shaped up-lift bust sections of Rayon Trico. Recommended for general figure control and abdominal uplift.

The strong, well-boned inner belt, which supports the abdomen is of double coutil and mercerized surgical elastic. Extra-long hip section cups in at lower back; bands of elastic at either side bottom reduce thighs. Reinforcement of coutil to flatten diaphragm. Flexible, non-rust Coiled Wire Boning.

Peach only. SIZES: 38 to 58 bust. Side length 20½ inches. ... **\$6.95**
Postage 10¢ extra.

Adaptolette of strong, Pink Brocaded Rayon-and-Cotton. Flat abdominal lines are formed by boned, adjustable girdle section which laces at each side front. Bottom of girdle section is made like a band, with elastic inserts to uplift abdomen. Upper section of front extends over the girdle and is held down by two garters to give smooth lines. Straight-line, well-boned back. Rayon surgical elastic at sides. Flexible, non-rust Coiled Wire Boning. Hooks at side.

17 L 544—36 to 52 bust. Side length 18 inches. ... **\$4.95**
17 L 545—38 to 58 bust. Side length 20 inches. ...
Postage 10¢ extra.

17 L 544
17 L 545
\$4.95
WITH
ADJUSTABLE
GIRDLE
SECTION

**Thi-Reducing
BACK-LACE CORSET**

Thi-Reducing Back-lace Corset of Pink Coutil with elastic inserts at thighs. Well-boned with non-rust Coiled Wire Boning, that gives with every motion. Reinforced reducing straps with double garter attachments confine and reduce the hips and thighs. Six garters. Low bust, 2 inches above waistline.

17 L 06—SIZES: 29 to 48-inch waist. 8-inch graduated clasp; hooks below. 16½-inch side length. ... **\$3.98**
Postage 8¢ extra.
17 L 07—SIZES: 30 to 48-inch waist. 9-inch graduated clasp; hooks below. 18½-inch side length. ... **\$3.98**
Postage 8¢ extra.



Lady Lane
ADAPTOLETTE

17 L 532
\$2.98

With FLATTENING INNER BELT

17 L 532—Here's a well-designed, Lady Lane Adaptolette which includes a flattening inner belt. Both are fashioned of a Peach-colored, Rayon-and-Cotton Corset Batiste with sections of strong knitted elastic over the hips.

Inner belt has the boning set in diagonally to create flat, straight lines, and has wide band of rayon elastic across top for comfort and for perfect fit. It hooks at the side. Adaptolette is firmly boned; the up-lift bust section is of self-material. Six sturdy hose supporters. SIZES: 36 to 52 bust meas. Side length is 18½ ins. under arm. Postage 8¢ extra. \$2.98



17 L 566
\$3.98

LACES
IN
BACK

17 L 546
17 L 547
\$4.95

REDUCERS of Rip-Proof, Tear-Proof Jersey Covered RUBBER

Healthful Reducing Garments—Corset and Adaptolette of superior quality Pure Gum Rubber, covered on outside with serviceable, rip-proof Cotton Jersey that makes garments tear-proof. Plain absorbent cotton Jersey inside. *Flesh-pink.*

17 L 566—This style is an unusually well-designed, serviceable Back-lace Reducing Corset. It is cleverly made to slenderize and reduce the large figure. Flexibly boned throughout, and has an 8½-inch graduated front clasp, and hooks below. Six durable hose supporters. An excellent value. SIZES: 32 to 50 waist, 15-inch side length. Our price... Postage 8¢ extra. \$3.98

Back-lace Reducing Adaptolette with extra-long, boned coutil reinforcements on the inside front. The bust section is of rayon trico. Non-rust Duplex boning is used throughout. Hooks at the side. 17 L 546—SIZES: 38 to 52 bust, 19-inch side length. Our price... Postage 10¢ extra. \$4.95

17 L 547—SIZES: 38 to 58 bust measure, 21½-inch side length. Postage 10¢ extra. \$4.95



17 L 535
with
SELF-
MATERIAL
BUST
SECTION



17 L 505
with
TRICO
BUST
SECTION

Choice of
TWO STYLES
\$2.98
EACH

ADAPTOLETTES
WITH REINFORCED
INNER BELT

To Confine EXTRA-LARGE HIPS



17 L 65
17 L 66
\$4.95



17 L 548
17 L 549
\$4.95



THI-REDUCING
BACK-LACE CORSET

WITH UP-LIFT
ABDOMINAL BELT

WITH OR WITHOUT
ADJUSTABLE
ABDOMINAL BELT

17 L 536
WITH BELT
\$3.98

17 L 264
WITHOUT BELT
\$2.98

Thi-Reducing, Back-Lace Corset of heavy, *Flesh-pink* Coutil with double section over abdomen. Designed for stout women with hips extra-large in proportion to bust and waist. High waisted; 3½ inches above waistline. Non-rust Duplex boning. Triple boning at the sides. Six garters. 10½-inch front clasp, with hooks below. 17 L 65—SIZES: 31 to 48-in. waist. With 17-inch side length. Our very low price is only... Postage 8¢ extra. \$4.95

Adaptolette for extra-large hips. Made of Brocade Rayon-and-Cotton and surgical elastic. Up-lift bust section of Rayon Trico. Band of elastic at each side bottom grips thighs firmly. Well-boned back is reinforced at bottom. Coutil inner belt, also boned, has mercerized surgical elastic at each side; an elastic band at bottom of belt for abdominal up-lift. *Peach only.* 17 L 548—SIZES: 38 to 52 bust. Side length 18½ ins. Postage 10¢ extra. \$4.95

Adaptolette of *Flesh-pink* Broche, a Rayon-striped Cotton fabric. With or without adjustable inner belt. Designed for the woman with extra-large hips. Built-up shoulders. Section of cotton surgical elastic at each side front. Well-boned back. SIZES: 38 to 58 bust measure. Side length 20 inches. 17 L 536—Has abdominal belt of boned coutil laced at sides; also diaphragm reinforcement of coutil... Postage 10¢ extra. \$3.98

17 L 264—Without the inner belt, but reinforced over abdomen and diaphragm with boned coutil. Price... Postage 8¢ extra. \$2.98

TWO-WAY STRETCH LASTEX BACK WILL NOT RIDE UP

17 L 10 \$4.95



Boned Front

17 L 10—Pictured at right: Adaptolette made with two-way stretch Lastex, designed for stout women who want a form-controlling model that also gives plenty of freedom and ease. Lastex forms lower half of the back. It gives when you bend or sit, but won't ride up! It molds your figure into youthful lines.

Adaptolette is made of Rayon-and-cotton Corset Batiste and bust sections of rayon trico and net-lined self-fabric. With shoulder straps of grosgrain ribbon and rayon elastic that may be adjusted or removed. Inner, boned coutil section over diaphragm and abdomen insures the desired flat lines.

Hooks at side. Six garters (back garters are plush-covered).

Peach only. SIZES: 36 to 50 bust measure. Side length 20½ ins. Price... Post. 10¢. \$4.95



ADJUSTABLE UP-LIFT BANDEAU
with INNER POCKETS

17 L 481—Adjustable Up-Lift Bandeau—never too tight or too loose. Fits so perfectly can be worn without straps. Bust sections are of Rayon Trico with satinette inner pockets. Other section is of Broche, a Rayon-striped Cotton fabric. **Flesh-pink only.** SIZES: 36 to 52 bust. Our low price... **\$1.79**
Postage 3¢ extra.



EXTRA-LONG BRASSIERE WITH UP-LIFT BUST SECTIONS

17 L 12—Extra-long Brassiere made of Rayon-and-Cotton Brocade, Rayon Trico is used for well-shaped up-lift bust sections. Low back. Inserts of cotton surgical elastic at the sides. Hooks at side. Boned reinforcement flattens diaphragm. **COLOR: Peach.** SIZES: 36 to 54 bust... **\$1.49**
Postage 3¢ extra.



EXTRA-LONG DIAPHRAGM REDUCER
HOOKS AT SIDE

17 L 439—This extra-long Brassiere is fashioned of **Flesh-pink Broche**, a Rayon-striped Cotton fabric. Reduces diaphragm. Reinforced with well-boned coutil over the diaphragm for flat, becoming lines. Strong elastic inserts at the sides. Hooks at side. SIZES: 36 to 58 bust... **\$1.19**
Postage 3¢ extra.



EXTRA-LONG BUST-CONFINER
HOOKS IN FRONT

17 L 192—All women with fleshy back and shoulders will like the built-up top of this extra-long, bust-confining Brassiere of a good Rayon-and-Cotton Brocade. Elastic sections at the sides. Invisible closing at the center front. **Flesh-pink only.** SIZES: 38 to 58 bust meas. Our low price... **\$1.29**
Postage 3¢ extra.



UP-LIFT BANDEAUX

17 L 524—Up-Lift Bandeau made of linen-finished Cambric with skillfully shaped bust sections of soft Glove Silk, mixed with Rayon for long wear. Hooks at side. Gives youthful lines. In **Flesh-pink only.** SIZES: 36 to 52 bust. Our low price, only... **79¢**
Postage 2¢ extra.



UP-LIFT BANDEAUX
HOOKS AT SIDE

17 L 555—Up-Lift Bandeau with built-up top to confine excess flesh and create smooth lines. Made of Broche, a strong, Rayon-striped Cotton material; well-shaped Rayon Trico bust sections. Low cut back. Hooks at side. **Flesh-pink.** SIZES: 36 to 54 bust. Price... **98¢**
Postage 2¢ extra.



EXTRA-LONG BRASSIERE
HOOKS IN FRONT

17 L 115—Extra-long, bust-confining Brassiere is made of Linen-finish Cambric. The built-up shoulders help you to confine excess flesh. Reinforced underneath arms. It will launder and wear well. Invisible front fastening. **COLORS: Flesh-pink or white.** SIZES: 38 to 58 bust... **79¢**
Post. 2¢ ext.

SIDE-HOOK GIRDLE TWO QUALITIES

Short Side-hook Girdle in a choice of two **Flesh-pink** fabrics, each with sections of surgical elastic at sides for perfect fit. Lightly boned. Very comfortable. Hooks at left. Easy to launder. Four strong hose supporters.

17 L 231—Mercerized, Brocade Cotton fabric. SIZES: 26 to 44 waist. Our price... **\$1.00**
Postage 4¢ extra.
17 L 261—Made of Rayon Brocade Cotton fabric—serviceable and highly attractive. SIZES: 26 to 46 waist. Price... **\$1.39**
Postage 4¢ extra.



BACK-LACED CORSET

17 L 515—A very well-designed, Back-lace Corset of good quality, strong Peach-colored Coutil that confines the hips and holds the abdomen in smooth flat lines. Has surgical elastic inserts for ease when sitting or bending. High in back for support; about two inches above the waistline in front. Reinforced over abdomen. 7½-inch graduated front clasp; hooks below. Four garters. SIZES: 33 to 45 waist. Side length 15 inches... **\$1.98**
Postage 6¢ extra.



Lady Lane ADAPTOLETTE WITH ABDOMINAL SUPPORTING BELT

17 L 11—An exceptional value in a Lady Lane *Adaptolette of sturdy, striped cotton material. Has cotton surgical elastic inserts over the hips. Firm support and smooth lines are provided by the boned coutil and surgical elastic inner belt. With diaphragm reinforcement of boned coutil on inside. Hooks at side. Has six garters, including two on inner belt. **Peach color only.** SIZES: 36 to 52 bust. Side length 20 inches. Price... **\$1.98**
Postage 8¢ extra.
*Trade Mark Reg. U. S. Pat. Off.



ADJUSTABLE ABDOMINAL BELT
HOOKS AT SIDE

17 L 290—Lane Bryant Adjustable Abdominal Belt made of sturdy, **Flesh-pink Coutil**. Designed to support and flatten the abdomen. Light-in-weight, yet strong. It has a firmly boned corset back. Boned front is of double coutil with a large, shaped section of strong elastic at each side. Lacing at each side front for perfect adjustment. Non-rust Duplex boning. Hooks at the side. Four hose supporters. SIZES: 28 to 48-inch waist... **\$1.98**
Postage 6¢ extra.



PEKIN-STRIPED COUTIL COMFORT BRASSIERE

May be worn with or without a Corset



Lady Lane ADAPTOLETTE WITH ADJUSTABLE ABDOMINAL BELT

17 L 1—Lady Lane Adaptolette of **Flesh-pink Broche** (a rayon-striped Cotton fabric). Adjustable, boned coutil inner belt has rayon surgical elastic and laces at sides, and cotton surgical elastic straps across bottom to support abdomen very comfortably. Adaptolette is well-boned in back. Hooks at left. Two double garters at the front hold inner belt down securely. Two straight garters at back. SIZES: 36 to 52 bust measure. Side length 20½ inches. Price... **\$1.98**
Postage 8¢ extra.



CLASP-AROUND GIRDLE

17 L 222—Topless Clasp-Around Girdle: back is made of strong, Cotton Surgical Elastic and the front is of serviceable Coutil (see the small view above). A splendid hip-confiner and reducer. Lightly boned all-around with flexible, Non-rust Duplex boning. 8-inch graduated front clasp; hooks below. Four garters. **COLOR: Peach.** SIZES: 26 to 36-inch waist, and 12-inch side length; 37 to 42-inch waist, and 14-inch side length... **\$1.98**
Postage 6¢ extra.

DIAPHRAGM REDUCER To Be Worn Over Corset

17 L 90—This Diaphragm Reducer should be worn over corset. Fashioned of a Mercerized Elastic Webbing and Tape. Reduces diaphragm from 2 inches to 4 inches with comfort. It will prevent bulging when worn over low or medium low corset, as shown. Hooks in the front. **Flesh-pink only.** SIZES: 30 to 46-inch waist measure. Our very low price... **\$1.39**
Postage 3¢.

RAYON JERSEY

Launders Well
Wears Like Iron

14 L 821
VEST

14 L 882
BLOOMERS

UNION SUIT

14 L 774
CLOSED
STYLE

\$1.29

SUPERIOR QUALITY

14 L 775
OPEN
STYLE

\$1.79

Long-Wearing

Matching Vest and Bloomers of a superior quality Rayon Jersey. Cut full and roomy, yet are not bulky. Launder and wear well. COLORS: Flesh-pink, peach or orchid.

14 L 821—Vest: made with built-up shoulders; neck and armholes are tailored. Drawstring at the neck. SIZES: 36 to 58 bust. Price... 98¢

Bloomers: made with reinforced crotch for long wear. Have elastic at the waist and at the knees.

14 L 882—50-inch hip, 27 inches long. Price... 98¢
14 L 883—56-inch hip, 28 inches long. Price...
14 L 884—66-inch hip, 30 inches long. Price... Postage 3¢ extra.

Union Suits

Extra-size Union Suits of Rayon Jersey. Open or closed style. Wide, tailored knee.

Drawstring at built-up top. Cut full, yet are not bulky. Wear and wash very well.

14 L 774—Good quality. In closed style. COLOR: Flesh-pink. SIZES: 40 to 58 bust. Our low price... \$1.29

14 L 775—Superior quality; permanently dull finish. In open style; wide-lapped seat. Reinforced underarms and at crotch for extra-long wear.

COLORS: Flesh-pink or tea-rose. SIZES: 40 to 58 bust. Our low price... \$1.79

Superior Quality Run-Resisting RAYON JERSEY



UNION SUIT

14 L 599
OPEN
STYLE

14 L 668
CLOSED
STYLE

\$1.49
EACH

14 L 485
VEST

14 L 680
BLOOMERS

\$1.00
EACH

In Two Styles

An extra-size Union Suit of superior quality, Run-Resisting Rayon Jersey in open style or in closed style. Reinforced at the crotch and under arms to assure you of long service. Launder and wear wonderfully. This garment comes in full-cut, roomy sizes which fit well; never look bulky. COLOR: Flesh-pink. SIZES: 40 to 58 bust meas. Well-tailored.

14 L 599—In open style; with a wide-lapped seat. Price... \$1.49

14 L 668—In closed style; with wide knee that affords all the convenience of the open style. Our low price... \$1.49

Wash Like a Hankie

Here are two very wonderful values in extra-size Vest and Bloomers of superior quality, Run-Resisting Rayon Jersey—a silky, sturdy fabric. Ample cut, but not bulky. COLORS: Fresh-pink; Nile green or peach. Please state color desired.

14 L 485—Vest with a built-up top and drawstring. Tailored neck and armholes. SIZES: 36 to 58 bust. Price... \$1.00

Bloomers with French band top; elastic at back and at knees. Reinforced crotch.

14 L 680—Has 50-inch hip, 27 inches long. Our price... \$1.00
14 L 681—Has 56-inch hip, 28 inches long. Our price...
14 L 682—Has 66-inch hip, 30 inches long. Our price... Postage 3¢ extra.

SUPERIOR QUALITY

Choice
VEST or
BLOOMERS

98¢
EACH

RAYON JERSEY CHOICE OF THREE STYLES

69¢ OR ANY 3 FOR \$2.00
EACH



14 L 748
BLOOMERS



14 L 77
VEST



14 L 755
PANTIES

Full-Cut Bloomers

At only 69¢ each, or three for \$2.00, these Bloomers of good quality Rayon Jersey are fine values. In extra-sizes.

Cut full and roomy, and yet never look bulky. Reinforced at crotch to insure long wear. Elastic at the waist and knees. Wash and wear well. COLORS: Flesh-pink or Nile green.

14 L 748—50-inch hip, 25 ins. long. Price... 69¢
14 L 749—56-inch hip, 26 ins. long. Price...
14 L 750—66-inch hip, 27 ins. long. Price... Postage 3¢ extra.

OUR SPECIAL OFFER: You may, if you wish, purchase ANY 3 of these styles (one of each or any combination of three) for \$2.00

Tailored Panties

Only 69¢, or THREE for \$2.00—our prices for these extra-size Panties fashioned of good quality Rayon Jersey. Elastic at waist. Reinforced at the crotch. Wide legs.

Cut full and roomy, yet they never appear bulky. Wash and wear very well. COLORS: Nile green or pink.

14 L 755—50-in. hip, 21 ins. long. Price... 69¢
14 L 756—56-in. hip, 22 ins. long. Price...
14 L 757—66-in. hip, 24 ins. long. Price... Postage 3¢ extra.

Run-Resisting RAYON JERSEY



14 L 482
BLOOMERS

14 L 78
STEP-INS

Choice!
TWO
STYLES 89¢
EACH

THESE TWO garments are made of Run-Resisting Rayon Jersey—a closely-knit rayon that is silky and wears like iron. They will launder beautifully. Both styles are skillfully cut to fit without binding or looking bulky. You may have your choice of either style at 89¢.

Well-Cut Bloomers

Run-Resisting Rayon Jersey, extra-size Bloomers. Flat-lock seams. Reinforced crotch. Elastic at the waist and knees. COLORS: Flesh-pink, light blue or peach.

14 L 482—50-inch hip, 27 inches long. Price... 89¢
14 L 483—56-inch hip, 28 inches long. Price...
14 L 484—66-inch hip, 30 inches long. Price... Postage 3¢ ext.

Dainty Step-Ins

Run-Resisting, Rayon Jersey Step-ins in extra-sizes. Elastic at back of waist. Lace and pin tucks trim legs. COLORS: Light blue, peach or flesh-pink.

14 L 78—50-inch hip, 22 inches long. Price... 89¢
14 L 79—56-inch hip, 23 inches long. Price...
14 L 80—66-inch hip, 25 inches long. Price... Postage 3¢ ext.

Run-Resisting RAYON JERSEY



STEP-IN
CHEMISE
14 L 827
\$1.00

14 L 90
VEST

Choice
VEST OR
STEP-INS
54¢
EACH
OR ANY
TWO for
\$1.00

14 L 91
STEP-INS

Well-Fitting Lines

14 L 827—Stout women will enjoy thoroughly the well-fitting lines of this extra-size Step-In Chemise of Run-Resisting Rayon Jersey. It is "three-piece cut," which means that it fits you exceptionally well.

The bodice top has a drawstring so that it may be easily adjusted to fit snugly. Shoulder straps of self-material. Scalloped around the bottom. Slashed at the sides for convenience. Reinforced at crotch for long service. Will wash well.

Colors: Flesh-pink; Nile green. Sizes: 36 to 58 bust. Postage 6¢ extra. **\$1.00**

Lane Bryant underwear has been designed to fit the stout figure without binding and without looking bulky.

Vest and Step-Ins

Matching Vest and Step-ins of fine quality, Run-Resisting Rayon Jersey. Price, 54¢ each or any two for \$1.00. Full-cut, extra-sizes. Tea-rose only.

14 L 90—Vest: Has bodice top with drawstring at the neck. Self-material straps. Reinforced under the arms. Sizes: 36 to 58 bust meas. Postage 3¢ extra. **54¢**

Step-ins: With a reinforced crotch. Scalloped bottom. Elastic at waist.

14 L 91—With 50 inches hip. 21 inches long. 14 L 92—With 56 inches hip. 22 inches long. 14 L 93—With 66 inches hip. 24 inches long. Post. 3¢ ext. **54¢**

SPECIAL OFFER: One of each or two of either style. Postage 5¢ extra. **\$1.00**

14 L 47
SHORT
BLOOMERS
WITH
SNUG-FITTING
RIBBED CUFFS

14 L 87
EMBROIDERED
PANTIES

Run-Resisting
RAYON JERSEY

\$1.00
EACH

Your Choice of
BLOOMERS OR PANTIES

Short Bloomers

These very comfortable, Short Bloomers of sturdy, Run-Resisting Rayon Jersey are a real bargain at only \$1.00. Come in extra-sizes.

Have snug-fitting, ribbed cuffs. Elastic at back of waist; smooth band across the front. They launder well and give long wear. COLORS: Flesh-pink, peach or white.

14 L 47—50 inches hip. 24 ins. long. 14 L 48—56 inches hip. 25 ins. long. 14 L 49—66 inches hip. 27 ins. long. **\$1.00** Postage 3¢ extra.

Wide-Leg Panties

Beautifully tailored, extra-size Panties of an unusually good quality, Run-Resisting Rayon Jersey.

Smooth band at front; elastic at back of waist. Contrasting glove silk appliques and self-color embroidery provide dainty trim on one leg. Wide legs. Reinforced at crotch. COLORS: Flesh-pink, peach or light blue.

14 L 87—50 inches hip. 22 inches long. Price. 14 L 88—56 inches hip. 23 inches long. Price. 14 L 89—66 inches hip. 25 inches long. Price. **\$1.00** Postage 3¢ extra.

SIZES TO FIT
ALL STOUT WOMEN

Open Style

FLAT-KNIT
COMBED
COTTON
UNION SUIT

11 L 239
\$1.00

FAST-COLOR
TWO-PIECE
PAJAMAS
BROADCLOTH

14 L 68
\$1.79

FLANNELETTE

14 L 69
\$1.98

Close-Fitting Knee

11 L 239—Union Suit made of light-weight, extremely fine, Flat-knit Combed Cotton; for the stout woman. Reinforced beneath arms. Snug-fitting, ribbed cuffs at knees.

The built-up top, which is neatly hand-finished, may be adjusted by drawstring. Open style with wide-lapped seat. Knee-length; close-fitting knee. Reinforced at crotch for longer wear. Cut full and roomy, yet won't look bulky.

COLOR: White only. SIZES: 40 to 54 bust measure. Our low price. **\$1.00**

Postage 4¢ ext. **\$1.00**

Attractive, extra-size Two-piece Pajamas in two Fast-color fabrics. Long-sleeved Blouse is trimmed with piping in a contrasting color. Tailored lapels and a pocket. Trousers have French band top with an elastic at the back. Wide legs. SIZES: 36 to 58 bust measure.

14 L 68—Made of Cotton Broadcloth. Light blue, orchid or flesh-pink. Our low price. **\$1.79**

14 L 69—Pajamas of warm Flannelette. In assorted stripes on white ground; all-orchid, also all-blue. Our price. **\$1.98**

RAYON
CREPE

14 L 81
98¢

WEIGHTED
ALL-SILK
14 L 84
\$1.98

IMPORTED LACE

Extra-size Panties in choice of two materials. Imported Lace and hemstitching trim wide legs. French band top; elastic at back of waist.

Of Silky Rayon-and-Cotton Flat Crepe; very sturdy. Flesh-pink or white.

14 L 81—50-inch hip. 22 ins. long. 14 L 82—56-inch hip. 23 ins. long. 14 L 83—66-inch hip. 25 ins. long. **98¢** Postage 3¢ extra.

Weighted All-Silk Flat Crepe in fine, heavy quality; will wear well. Flesh-pink or tea-rose.

14 L 84—50-inch hip. 22 ins. long. 14 L 85—56-inch hip. 23 ins. long. 14 L 86—66-inch hip. 25 ins. long. **\$1.98** Postage 3¢ extra.

FLANNELETTE

STRIPED OR
ALL-WHITE
14 L 177
79¢

14 L 834
59¢

NAINSOOK

Warm and Comfy

Extra-size Bloomers of a fine quality, Fast-color Flannelette. Warm and comfy. A necessity in Winter. Elastic at waist and at the knees. Reinforced crotch. Cut full and roomy, yet never look bulky. Wash and wear very well.

COLORS: Assorted, light-colored stripes; also in all-white.

14 L 177—50 inches hip. 27 ins. long. 14 L 178—56 inches hip. 28 inches long. 14 L 179—66 inches hip. 30 inches long. **79¢** Postage 3¢ extra.

Neatly Tailored

These extra-size Panties are made of good quality Nainsook. French band top at waist fits smoothly across the front and has elastic in back. They are neatly tailored and finished with hemstitching at legs. Cut full, yet never appear bulky.

COLORS: Flesh-pink; white.

14 L 834—50-inch hip. 22 ins. long. 14 L 835—56-inch hip. 23 ins. long. 14 L 836—66-inch hip. 25 ins. long. **59¢** Postage 3¢ extra.

EXTRA-SIZE UNION SUITS

Choice of Four Styles

ANY 2 FOR \$1.00

Sizes 38 to 58 Bust

MEDIUM-WEIGHT COTTON

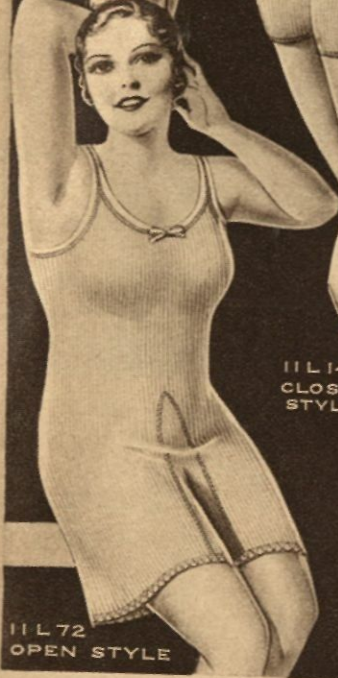
89¢ OR ANY 3 FOR \$2.50 EACH



11 L 73
CLOSED
STYLE

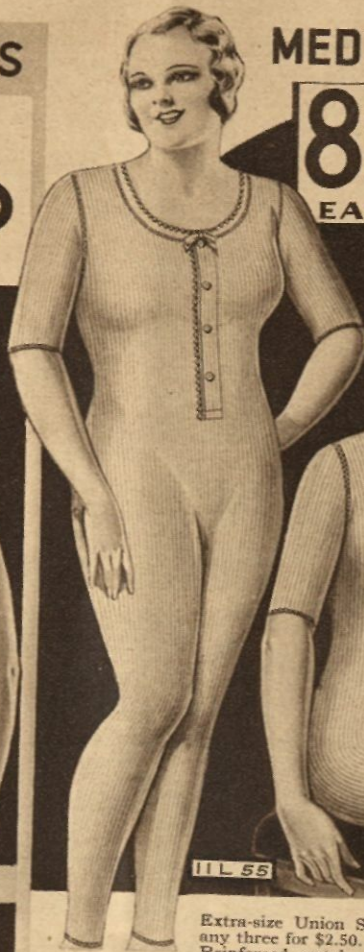
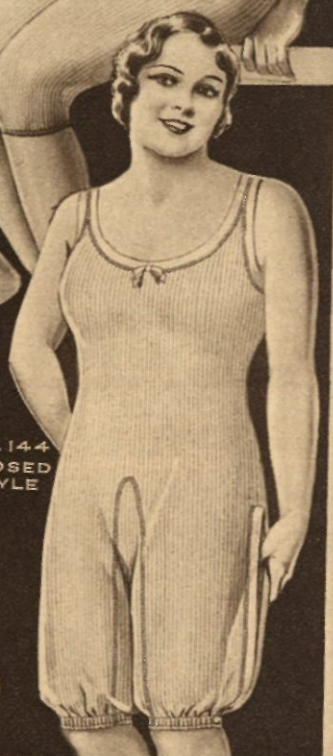


11 L 69
OPEN
STYLE



11 L 72
OPEN
STYLE

11 L 144
CLOSED
STYLE



11 L 55



11 L 27



11 L 19

Extra-size Union Suits, of medium-weight White Cotton at 89¢ each, or any three for \$2.50. Cut extra-full and roomy, but they never appear bulky. Reinforced crotch. Open style with wide-lapped seat. Drawstring at top.

11 L 55—An ankle length Union Suit. Band-trimmed front and neck are neatly finished with rayon stitching. Elbow sleeves. Buttons down front. SIZES: 38 to 58 bust. Price, 89¢ Postage 6¢ extra.

11 L 27—A knee length Union Suit. Band-trimmed front and neck are neatly finished with rayon stitching. Elbow sleeves. Buttons at the front. SIZES: 38 to 58 bust. Price, 89¢ Postage 6¢ extra.

11 L 19—Knee length, sleeveless Union Suit. Band-trimmed neck and armholes are neatly finished with rayon stitching. Unusually well fitting; very comfortable. SIZES: 38 to 58 bust. Price, 89¢ Postage 6¢ extra.

SPECIAL OFFER: { Any Three of the above Union Suits } { (three alike or three different) for } \$2.50 Postage 12¢ extra. Please be sure to state style numbers and sizes of the garments you desire.

Choice of Four Qualities EXTRA-ELASTIC KNIT VEST OR PANTIES

12% WOOL	25% WOOL	50% WOOL	SILK AND WOOL
59¢ EACH	98¢ EACH	\$1.29 EACH	\$1.59 EACH



LIGHT-
IN-
WEIGHT
—BUT
WARM

Extra-size Vest and Panties to match. Vests have V-neck in back, and they are band-finished at the neck and armholes. Panties have a wide rayon elastic waistband that fits snugly yet will not bind. Skillfully knitted in Swiss Rib stitch which is extra-elastic and will retain its original elasticity after frequent laundering. A choice of four qualities. Light-in-weight, but warm enough for winter wear. Fit smoothly and comfortably. SIZES: Vests: 38 to 54 bust. Panties: 48 to 64-inch hip. See the descriptions below.

Of about 12½% Wool and the balance made of Combed Cotton. In Flesh-pink.
11 L 112—Vest. Fine value. Price, 59¢ Post. 3¢ ext.
11 L 113—Panties. An unusual value. Post. 3¢ ext. 59¢

Of about 25% Wool and rest of Combed Cotton; Rayon-striped. In Flesh-pink.
11 L 243—Vest. Fine value. Price, 98¢ Post. 3¢ ext.
11 L 244—Panties. An unusual value. Post. 3¢ ext. 98¢

Made of about 50% Australian Wool, and the balance made of Combed Cotton with a Genuine Silk Stripe. Tea-rose.
11 L 246—Vest. Fine value. Price, \$1.29 Post. 4¢.
11 L 247—Panties. A bargain. Post. 4¢. \$1.29

Of Pure Silk and Australian Wool; this is our finest quality. Very soft and exceedingly warm. In Tea-rose only.
11 L 255—Vest. Fine value. Price, \$1.59 Post. 4¢.
11 L 256—Panties. A bargain. Post. 4¢. \$1.59

Four Union Suits—Choice of Any Two for \$1.00

These four extra-size garments are offered to you at a very low price. You may have ANY TWO of them for \$1.00. They're of elastic knit, light-weight White Cotton. Cut extra-full where fullness is necessary, but never look bulky. Sleeveless; built-up, tailored top with drawstring.

At Upper Left

11 L 73—Union Suit; closed crotch. With wide, shell-stitched, umbrella knee. SIZES: 38 to 58 bust. Our very low price. Post. 6¢ ext. 2 for \$1.00

At Lower Left

11 L 72—Union Suit; in open style with wide-lapped seat. Wide, shell-stitched knee. Extra-long crotch. SIZES: 38 to 58 bust measure. A fine bargain. Post. 6¢ ext. 2 for \$1.00

Close-Fitting

11 L 69—Union Suit; knee length (close-fitting knee). Open style with wide-lapped seat. Extra-long reinforced crotch. SIZES: 38 to 58 bust measure. Post. 6¢ ext. 2 for \$1.00

Bloomer Style

11 L 144—Bloomer Combination. Convenient side opening buttons at knee. Closed crotch. SIZES: 38 to 58 bust. Post. 6¢ ext. 2 for \$1.00

Please state style numbers and sizes of the garments you desire.

SUPERIOR FABRICS AND WORKMANSHIP—Our prices are all amazingly low. Satisfaction GUARANTEED

FOUR STYLES • Each in Three Qualities



25% WOOL WITH RAYON STRIPES \$1⁹⁸ EACH

33% AUSTRALIAN WOOL WITH RAYON STRIPES \$2⁹⁸ EACH

50% AUSTRALIAN WOOL WITH SILK STRIPES

\$3⁹⁸ EACH

THESE four extra-size Union Suits come in choice of three fine qualities, each delightfully warm for Winter wear. They are cut full and roomy, yet never look bulky. Wide-lapped seat. Open style. Reinforced crotch to insure long wear. Flatlock seams. You will find these Union Suits are very exceptional values. COLOR: Cream-white only. SIZES: 38 to 56 bust.

25% Wool With Rayon Stripes

Of about 25% Wool, and balance of medium winter-weight Combed Cotton; Rayon-striped. Has band-finished neck.

11 L 121—Style A; ankle length; long sleeves } \$1⁹⁸
11 L 122—Style B; knee length; elbow sleeves
11 L 123—Style C; ankle length; elbow sleeves
11 L 124—Style D; knee length; sleeveless

33% Wool With Rayon Stripes

Of about 33 1/3% Australian Wool, and the balance made of medium winter-weight Combed Cotton; Rayon-striped. Band-finished neck with a drawstring for adjustment.

11 L 125—Style A; ankle length; long sleeves } \$2⁹⁸
11 L 126—Style B; knee length; elbow sleeves
11 L 127—Style C; ankle length; elbow sleeves
11 L 128—Style D; knee length; sleeveless

50% Wool With Silk Stripes

Of about 50% Australian Wool, and balance extra-fine, medium winter-weight Combed Cotton, with silk stripes. These superior garments excel in quality and warmth.

11 L 129—Style A; ankle length; long sleeves } \$3⁹⁸
11 L 130—Style B; knee length; elbow sleeves
11 L 131—Style C; ankle length; elbow sleeves
11 L 132—Style D; knee length; sleeveless

Postage 8¢ extra on each of the above garments.

COTTON-AND-WOOL WITH RAYON STRIPES

\$1¹⁹ each



Choice of Four Styles at \$1.19 Each

Medium-weight Cotton with lustrous Rayon stripes and about 10% Wool, for extra warmth, fashions these four full-cut, extra-size Union Suits. Neatly band-finished neck and armholes. Rayon shell-stitching. Fine value for \$1.19.

Short Sleeves

11 L 216—Ankle length, elbow sleeve Union Suit with Dutch neck. Open style with wide-lapped seat. Cream-white. Sizes: 38 to 58 bust measure. ... \$1.19
Postage 6¢ extra.

Sleeveless

11 L 190—Here's a knee length, sleeveless, open style Union Suit. Wide-lapped seat. Close-fitting knee. Low neck, with drawstring. Reinforced under the arm for long wear. Cream-white. Sizes: 38 to 58 bust. A bargain. \$1.19
Postage 6¢ extra.

Sleeveless

11 L 207—An ankle length Union Suit with no sleeves; low neck. Reinforced under arm. Open style with wide-lapped seat. Drawstring at the neck. Cream-white. Sizes: 38 to 58 bust. ... \$1.19
Postage 6¢ extra.

Short Sleeve

11 L 206—A knee length, elbow sleeve Union Suit that buttons part way down front. Drawstring at Dutch neck. Open style with wide-lapped seat. Cream-white. Sizes: 38 to 58 bust. ... \$1.19
Postage 6¢ extra.

Choice of
VEST or
DRAWERS

Extra-Size VESTS and DRAWERS

COTTON
VEST
11 L 79
DRAWERS
11 L 84
54¢
EACH
HEAVY-
WEIGHT
FLEECE-
LINED
COTTON
VEST
11 L 77
DRAWERS
11 L 77
98¢
EACH

Extra-size Vest and Drawers, made of elastic-knit, light-weight White Cotton.
11 L 79—Vest: with elbow sleeves; has crocheted Dutch neck. SIZES: 38 to 58 bust measure. Our low price... **54¢**
Postage 3¢ extra.

11 L 84—Drawers: In knee length. Open style; wide-lapped seat. SIZES: 32 to 54 waist. Our very low price... **54¢**
Postage 3¢ extra.

Extra-size Vest and Drawers fashioned of fleece-lined, heavy winter-weight White Cotton. Warm; comfortable.
11 L 57—Vest: with elbow sleeves; has crocheted Dutch neck. SIZES: 38 to 56 bust measure. Our low price... **98¢**
Postage 4¢ extra.

11 L 77—Drawers: In knee length. Open style; wide-lapped seat. Close-fitting knee. SIZES: 32 to 52 waist. Our low price... **98¢**
Postage 4¢ extra.

HEAVY-WEIGHT
FLEECE-LINED
COTTON
VEST OR
DRAWERS

98¢
EACH

25% WOOL
WITH
RAYON
STRIPES
VEST OR
DRAWERS

\$1.29
EACH

Very Well-Fitting

Delightfully warm, matching Vest and Drawers made of heavy winter-weight, fleece-lined Cotton. Extra sizes for stout women; well-cut and form-fitting; will not bind. Wash beautifully. COLOR: White only.
11 L 76—Long-sleeved Vest, with a crocheted high neck. SIZES: 38 to 56 bust. Our low price... **98¢**
Postage 4¢ extra.

11 L 81—Ankle length Drawers; in open style, with wide-lapped seat. SIZES: 32 to 52 waist. Our low price... **98¢**
Postage 4¢ extra.

Warm for Winter

Extra-size matching Vest and Drawers of medium winter-weight Wool-and-Cotton (about 25% is Wool); lustrous Rayon stripes.
11 L 183—Vest: elbow sleeves. Cream-white. Also matches Styles 11 L 204 and 11 L 159 (on this page). SIZES: 38 to 58 bust. Our low price... **\$1.29**
Postage 4¢ extra.

11 L 187—Drawers: ankle length. Open style with wide-lapped seat. In cream-white. SIZES: 32 to 54 waist. Our price... **\$1.29**
Postage 4¢ extra.

69¢ OR **3 FOR \$2.00**
EACH

Combed Cotton
Union
Suits

Three
Styles



11 L 222
CLOSED STYLE



11 L 223
OPEN STYLE



11 L 221
OPEN STYLE

Here we are offering a very well-fitting, extra-size Union Suit in choice of three styles for 69¢ each; or you may have ANY THREE of them for \$2.00. They're all of fine, light-weight Combed Cotton and they have rayon-picoted, band-finished, built-up tops. Reinforced under the arms to insure you long wear. You'll find them easy to launder.

Closed Style

11 L 222—In closed style with a wide, umbrella knee, which is shell-stitched and slashed at the side. Color: White only. SIZES: 38 to 58 bust meas. Price, **69¢**. Post. 4¢ ext.

Open Style

11 L 223—In open style; wide-lapped seat. Extra-long crotch. Wide knee is shell-stitched. In white only. SIZES: 38 to 58 bust. Our low price... **69¢**. Postage 4¢ extra.

Fitted Knee

11 L 221—Open style—a wide-lapped seat. An extra-long crotch. In knee length, with a close-fitting knee. Color: White only. SIZES: 38 to 58 bust meas. Price, **69¢**. Post. 4¢ ext.

SPECIAL OFFER: 3 of the Union Suits described above for **\$2.00** Postage 8¢ extra.



COMBED
COTTON
JERSEY
BLOOMERS
11 L 87
79¢
EACH
OR **\$1.50**
2 FOR

WIDE
KNEE
DRAWERS
COTTON
11 L 83
54¢

Extra-size Bloomers made of Combed Cotton Jersey. Elastic at waist and knees. Tan, white or flesh-pink.
11 L 87—50 inches hip, 27 inches long. Price... **79¢**
Postage 3¢ extra.

11 L 88—56 inches hip, 28 inches long. Price... **79¢**
Postage 3¢ extra.

11 L 89—66 inches hip, 29 inches long. Price... **79¢**
Postage 3¢ extra.

Special Offer: 2 pairs for **\$1.50** Post. 5¢ ext.

11 L 83—Open style, light-weight, White Cotton Drawers. A wide, shell-stitched knee. In extra-sizes. Cambric waistband. A wide-lapped seat. Match vests 11 L 79 and 11 L 80 on this page. SIZES: 32 to 54 waist. Post. 3¢ ext. **54¢**



COTTON
VESTS
11 L 154

37¢ OR **3 FOR \$1.00**
EACH

11 L 154—These Vests are 37¢ each, or 3 for \$1.00. Of good quality light-weight Cotton. Elastic-knit to give comfortable fit. Have neatly band-finished "V" neck and armholes.

These vests are very easy to wash, and they do not need ironing.

White only. SIZES: 38 to 50 bust measure. Our low price... **37¢**. Post. 3¢ extra.

SPECIAL OFFER: 3 vests for **\$1.00** Postage 7¢ extra.



25%
WOOL
RAYON STRIPES
\$1.19
EACH

Extra-size Drawers and Bloomers of 25% Wool; balance of medium winter-weight, Rayon-striped Cotton. Cream-white.
11 L 204—Drawers: In extra sizes. Close-fitting knee. Open style with wide-lapped seat. They are knee length. SIZES: 32 to 54 waist. A fine bargain... **\$1.19**
Postage 4¢ ext.

Bloomers: with elastic.
11 L 159—50-in. hip, 26 ins. long
11 L 160—56-in. hip, 28 ins. long
11 L 161—66-in. hip, 30 ins. long
\$1.19
Postage 4¢ extra.



Rayon-Striped Combed Cotton

11 L 138—This extra-size, built-up Vest is fashioned of medium-weight Combed Cotton; Rayon-striped.

It matches the bloomers described at right. Very comfortable; well-wearing. Color: Cream-white. SIZES: 38 to 58 bust. Our low price... **79¢**
Postage 3¢ extra.

OUR SPECIAL OFFER: 2 for **\$1.50** Post. 5¢ ext.

Extra-size Bloomers made of a medium-weight Combed Cotton; Rayon-striped. Cut full and roomy. Elastic at waist and knees. Reinforced crotch. Match vest pictured at left. Color: Cream-white.
11 L 139—50-in. hip, 26 ins. long
11 L 140—56-in. hip, 28 ins. long
11 L 141—66-in. hip, 30 ins. long
89¢
Postage 3¢ extra.

FINE COTTON VESTS

At Right

11 L 80—Extra-size, extra-long Vests of light-weight White Cotton. Made with comfortable non-slip shoulders. The neck and the armholes are neatly finished.

These Vests are finely knitted and very elastic. They have drawstring at the neck to provide adjustment. Match drawers 11 L 84 and 11 L 83 (which are shown on this page).

SIZES: 38 to 58 bust measure. Fine value at our price, **2 vests 89¢**. Postage 5¢ extra.

Your satisfaction fully guaranteed.



Superior Quality MERCERIZED LISLE

Well-Fitting Vest

11 L 38—Pictured at right: an extra-size, extra-long Vest made of a light-in-weight, Mercerized Lisle in a superior quality.

The armholes and the popular built-up top are very neatly band-finished. There is a drawstring at the neck for perfect adjustment. Non-slip shoulders. This vest is very elastic, and it will fit smoothly without binding.

This garment will retain its original elasticity and hold up well even after frequent washing.

COLORS: White or flesh-pink. SIZES: 38 to 56 bust. Our low price... **69¢**. Post. 3¢ ext.



PLEASE CUT ALONG THIS LINE AND MAIL TO OUR NEW YORK ADDRESS



These Style Books sent FREE on request

CLOTHES for tiny tots and for joyous, active youngsters up to the age of fourteen are pictured in this **FREE STYLE BOOK for Infants and Children.**

Everything from layettes and underwear to play and party clothes, each selected with care and skill. Mothers will appreciate the dainty workmanship, the service and our low prices.

There are also in this style book many pages of Dresses, Coats, Corsets and Underwear for the Expectant Mother.

Write to us today, addressing Dept. 203; ask for Style Book "R." It will be sent to you absolutely FREE.

A FREE Style Book for the Expectant Mother. Brimful of all that is new and charming in the world of Fashion today.

Dresses, Coats and Underwear, all skillfully designed to meet the needs of her changing figure, yet made to look like the pretty styles other women are wearing.

Also, the famous Lane Bryant Maternity Corset, Supporters and Brassieres, recommended by physicians and nurses everywhere. And everything for the Baby, too. All priced very low.

Write to us today, addressing Dept. 201; ask for Style Book "M." It will be sent to you absolutely FREE.



How to Take Your Measurements

When Ordering Lane Bryant Garments it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some former garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.

A—BUST MEASURE—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances.

B—WAIST BAND—Take measure rather tightly around smallest part of waist (B), while wearing any well-fitting corset.

H—AROUND ARM (around fleshiest part).....

J to K—INSIDE SLEEVE measurement—from armpit to length of sleeve desired, arm hanging loosely.....

L—AROUND HIPS—Take this measurement around largest part of hips. Not too tight. Make no allowances.....

D to N—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, D, to bottom of hem at center back, N.....

Be Sure to mention

Your Height.....

Your Weight.....

Long or Short Waisted.....

Give all ACTUAL measurements

Do NOT make any allowances

For EXPECTANT MOTHERS

Stylish Apparel

For INFANTS and CHILDREN

For directions in ordering

HATS..... see page 21

SHOES..... see page 49

CORSETS..... see page 61

INCHES

Give actual measurements; make NO allowances.

Lbs.

LANE BRYANT, Fifth Avenue at 39th Street, NEW YORK, N. Y.

A FREE Style Book for the Expectant Mother. Brimful of all that is new and charming in the world of Fashion today.

Dresses, Coats and Underwear, all skilfully designed to meet the needs of her changing figure, yet made to look like the pretty styles other women are wearing.

Also, the famous Lane Bryant Maternity Corset, Supporters and Brassieres, recommended by physicians and nurses everywhere. And everything for the Baby, too. All priced very low.

Write to us today, addressing Dept. 201; ask for Style Book "M." It will be sent to you absolutely FREE.

Everything from layettes and underwear to play and party clothes, each selected with care and skill. Mothers will appreciate the dainty workmanship, the service and our low prices.

There are also in this style book many pages of Dresses, Coats, Corsets and Underwear for the Expectant Mother.

Write to us today, addressing Dept. 203; ask for Style Book "R." It will be sent to you absolutely FREE.



Before Mailing Your Order:—

Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to send remittance with order—a Post-office money order, a bank draft or your own personal check. And be sure to include all necessary Postage, as is stated under the price in each garment description.

When Ordering Lane Bryant Garments
In order to give you a well-fitting garment, it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.

A—BUST MEASURE—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances.

B—WAIST BAND—Take measure rather tightly around smallest part of waist (B), while wearing any well-fitting corset.

H—AROUND ARM (around fleshiest part).
J to K—INSIDE SLEEVE measurement—from armpit to length of sleeve desired, arm hanging loosely.

2-AROUND HIPS—Take this measurement around largest part of hips. Not too tight. Make no allowances

D to N—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, D, to bottom of hem at center back, N.

Be Sure to mention

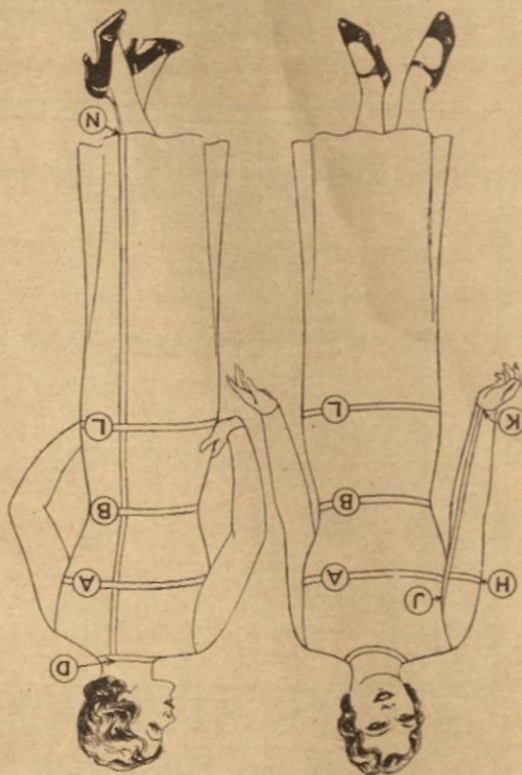
Your Height.

Your Weight.

Long or Short Waisted.

Give all ACTUAL measurements
Do NOT make any allowances

For directions in ordering
HATS see page 21
SHOES see page 49
CORSETS see page 61



FAST-COLOR and RIGHTfrom MORN' 'till NIGHT

Sizes
38 to 58
Bust



DRESS AND
APRON

5 L 377
\$1.98

PRINTED
BROADCLOTH



"Woolly"
COTTON
CREPE

5 L 378
\$1.98



MERCERIZED
FOULARD

5 L 380
\$1.79



PRINTED
CHARMEUSE

5 L 381
\$2.98



RAYON
CREPE
5 L 379
\$2.98

Dress and Apron to Match

5 L 377—Only \$1.98 for this Fast-color Printed Cotton Broadcloth Dress and matching Apron Set. The blouse-section of Dress (see small view) has a slenderizing set-in panel, edged with an organdie frill. Puffed sleeves. Deep box-pleat in front. The pointed Bib Apron buttons onto the dress. Its scalloped bottom is edged with organdie.

COLORS: Brown with print as pictured; or navy blue with multi-colored print. SIZES: 38 to 58 bust. Length about 51 ins. Dress and Apron. Postage 8¢ extra. **\$1.98**

"Woolly" Cotton Crepe

5 L 378—A picture cannot do real justice to the charm of this material—a soft "Woolly" Cotton Crepe that looks and feels very much like wool. The Dress is fast-color and launders well. Flared revers with crisp, white piqué tabs that are button-trimmed. Side pleat is finished with buttons.

COLORS: Navy with print as pictured; brown with white-and-rust print; or wine with white-and-gold print. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price, only... Postage 8¢ extra. **\$1.98**

Printed Rayon Crepe

5 L 379—This Dress is of fine, Fast-color Printed Rayon-and-Cotton Flat Crepe and is designed to slenderize the stout woman. Attractive, becoming lines are formed by the collar which falls in a soft revers and is edged with pleated fluting. The tailored revers opposite are of solid color and printed self-material. Cuffs of solid color. Soft lace vestee.

COLOR: Navy blue with print as pictured. SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price is only... Postage 10¢ extra. **\$2.98**

Mercerized Foulard Above

5 L 380—You will get lots of wear out of this very good-looking Dress of Fast-color, lustrous Mercerized Cotton Foulard—a bargain at \$1.79. The scalloped surplice collar will do wonders for the stout figure. Self-fabric vestee. Short sleeves with scalloped cuffs. Both collar and cuffs are piped in white, as illustrated above.

COLORS: Navy blue with white print (as pictured); also black with white print. SIZES: 38 to 58 bust. Length about 51 inches. Price... Postage 8¢ extra. **\$1.79**

Printed Charmeuse

5 L 381—You will like the neatly spaced pattern that distinguishes this Fast-color, lustrous Printed Cotton Charmeuse Dress. A charming, softly draped effect is supplied by the shirred self-material collar which ends in a slenderizing point at the front. Vestee and bow are made of light color rayon flat crepe.

COLORS: Navy blue with print as pictured; black with white-and-gold print; or brown with eggshell-and-rust print. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price... Postage 10¢ extra. **\$2.98**

Twin Print Dress with Revers

5 L 382—You will thoroughly appreciate the lines of this Dress of Fast-color Print Cloth, featuring a charming Twin-Print. Launder it as often as you like; it will never lose its gay coloring. The revers and cuffs are of white with the dark print. The rest of the dress is in navy blue with light print.

COLOR: Navy blue-white-and-red only (pictured). SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price is only... Postage 8¢ extra. **\$1.98**



PRINT
CLOTH
5 L 382
\$1.98

Slenderizing Smartness at Savings



**TWO-PIECE
Swagger
Suit**

ALL-RAYON
"TRAVEL TWEED"
PRINT
3 L 496
\$7.95



LIGHT-
WEIGHT
ALL-WOOL
CREPE
JERSEY
3 L 711
\$6.95



*Another
Way to
Wear it*

LIGHT-
WEIGHT
ALL-WOOL
CREPE
3 L 498
\$8.95



"SELF-
MATERIAL
LOOPING"

"Travel Tweed" Print

3 L 496—There is year-round charm in this smart Two-piece Suit. It consists of a Dress and a Swagger-length Coat.

Of All-Rayon, "Travel Tweed" Print with a very attractive, harmonizing border print on the coat front, as well as on wide, flattering revers and the short sleeves of the dress (see small view). A smart ornament trims neck. Straight skirt is seamed and pleated at the front.

COLORS: Navy blue (pictured), chocolate brown or wine, each with white print. SIZES: 38 to 58 bust. Dress length is about 51 ins.; wide hem. Coat length about 46 inches...
Postage 14¢ extra. **\$7.95**

Smartly Pleated

3 L 710—Pleating contributes distinction to this Dress made of superior quality, weighted All-Silk Canton Crepe. Pleated inserts trim revers and sleeves. The eggshell silk surplice vestee and the buttons supply a lovely touch. Tailored pleats at front and at back of skirt. Provided in lengths and proportions to fit every stout woman.

COLORS: Navy blue (pictured); black. SIZES: 38 to 58 bust. Lengths, 47 to 52 inches. Wide hem. Our price...
Postage 12¢ extra. **\$8.95**

WEIGHTED
ALL-SILK
CANTON
CREPE
3 L 710
\$8.95

Expertly Designed

3 L 711—Just picture yourself in this Dress! You will be pleased to see how it makes you look your slimmer self!

Fashioned of light-weight All-Wool Crepe Jersey. The tucking lends chic to the wide, slenderizing revers and likewise to the skirt, which is pleated both in the front and the back.

The well-cut sleeves taper down to tailored, slashed cuffs. Slenderizing vestee is of checked all-rayon crepe. Button trimming. This dress comes in the correct lengths and proportions to fit every woman of stout figure.

COLORS: Wine (as pictured); navy blue; chocolate brown; medium gray. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem...
Postage 14¢ extra. **\$6.95**

ALL of the dresses pictured in this book are designed especially for you by the world's greatest stylists in stout apparel. They are the latest models favored by the Nation's best-dressed stout women. From this variety you can choose dresses that make you look slimmer and smarter and younger. Their perfect fit and wonderful becomingness will delight you.

With Two-Way Neck

3 L 498—Here's a perfect find for the stout woman! A Dress of fine, light-weight, All-Wool Crepe. Looping of self-material trims the revers, which is faced with eggshell-tan silk flat crepe and may be worn closed, or open as pictured in small view.

COLORS: Brown (pictured), navy blue or black, each with eggshell-tan. Sizes: 38 to 58 bust. Length is about 51 ins. A wide hem. Our price...
Postage 14¢. **\$8.95**

Flattering Jabots

3 L 497—At the left is a smart Dress made up in a new fabric... fine quality Printed Faille (All-Rayon except for a very small percentage of cotton).

Note the flared front skirt and also the draped blouse section. Flattering jabots with matching silk edging in solid color.

COLORS: Navy blue or black, each with print as pictured; also in chocolate brown with eggshell-rust-and-green print. SIZES: 38 to 58 bust. About 51 inches long...
Postage 12¢. **\$4.95**

NEW
PRINTED
RAYON
FAILLE
3 L 497
\$4.95